

Fence Industry



• *TRADE NEWS*

APRIL, 1960

• The Journal for All Fence Erectors and Suppliers •

60¢ per COPY



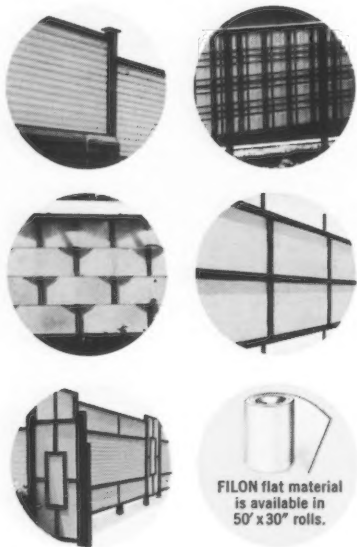


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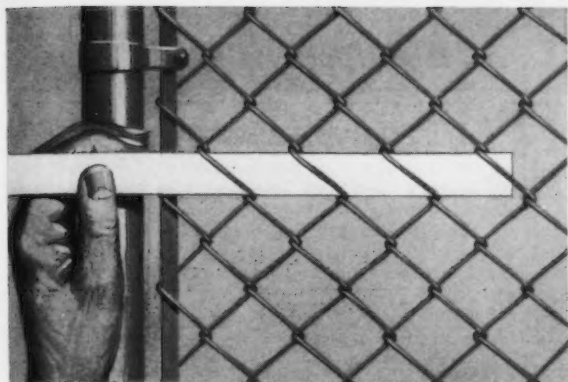
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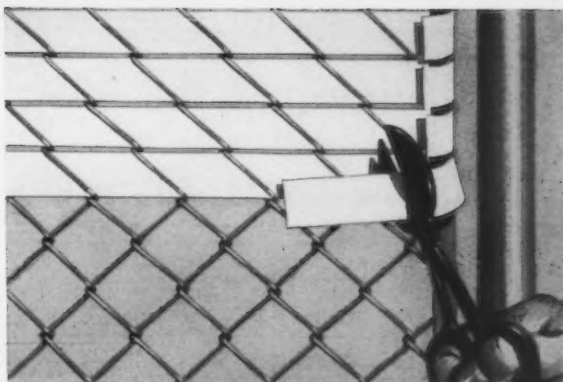
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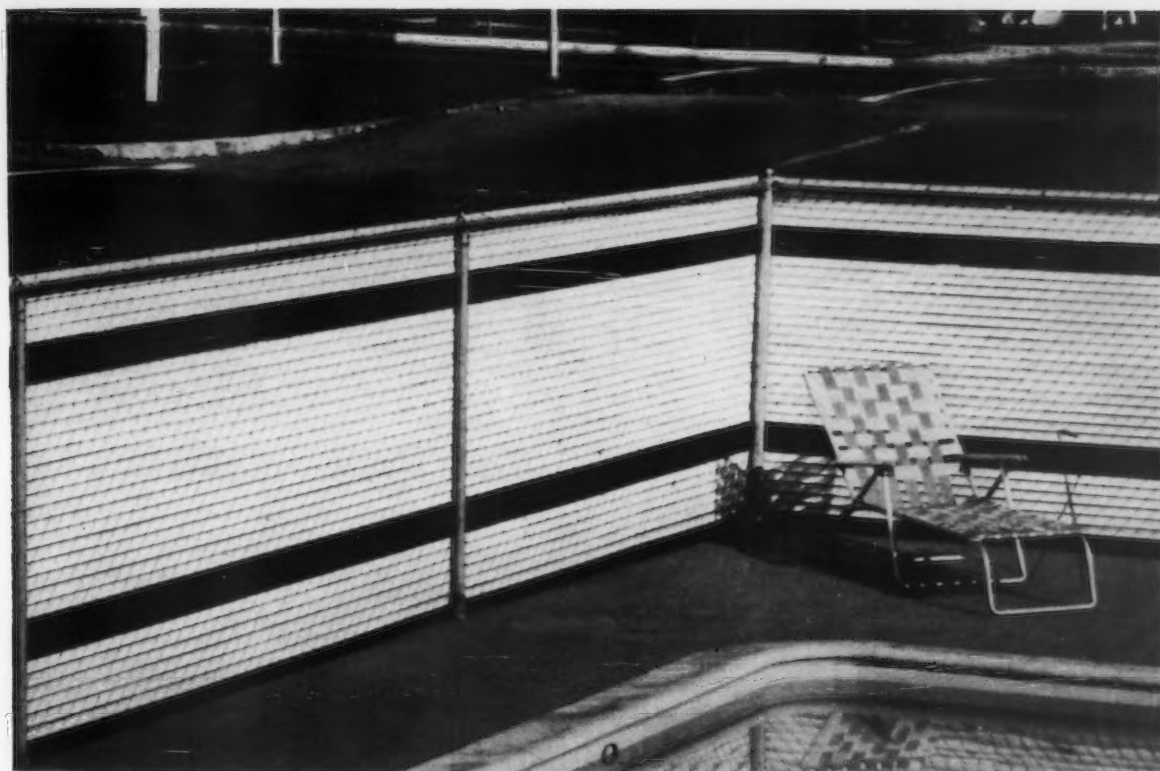
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Flexalum **Aluminum
Fence Lattice**

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Picket fences look their best when framing homes with low roof lines. This four foot high fence is built of Western Red Cedar and Douglas fir 4x4 posts set at 8 foot intervals.—Photo courtesy, West Coast Lumbermen's Association, Portland 5, Ore.	
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NOTICE!

Closing date for all advertising and editorial matter is the 1st of the month preceding the date of issue. Omissions or errors appearing as a result of receipt of late copy cannot be construed as the fault of the publishers, nor can proofs be furnished on late copy subject to revisions or corrections.

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FENCE INDUSTRY Trade News, April 1960, © Ellison Publications, Inc., (Executive and Editorial office) 127 N. Dearborn Street, Chicago 2, Illinois, U.S.A. Edward H. Ellison, President; R. Ellison, Secretary.

ADVERTISING: Refer all advertising, send all cuts, copy and illustrated material attention Advertising Dept., Fence Industry, Room 1241, 127 N. Dearborn St., Chicago 2, Illinois.—Telephones: RAndolph 6-2119 or 6-2120.

EDITORIAL: Manuscripts, photos, drawings and other materials submitted for editorial consideration are sent at contributors own risk. Return postage should be included otherwise contributed material will not be returned.

CLOSING DATE for advertising for each issue is the first of the month preceding date of issue. **DIRECTORY ISSUE:** Published annually, closes October 15th, in circulation approx. December 15th.

SUBSCRIPTION RATES: United States, U.S. Possessions and Canada: Single Copy 60¢—One year \$5.00—Two years \$8.00 (Canada, add 50¢ to annual subscription for special handling.) Foreign: One year \$6.50—Payable in U.S. funds.

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Accepted as controlled circulation publication at Pontiac, Illinois . . . P. O. send Form 3579 to FENCE INDUSTRY, 127 N. Dearborn St., Chicago 2, Illinois.

Your Business Image?

EDITORIAL

How can a dealer gain the confidence of his own local community and gain a position of prestige in it? This is an important question which each dealer must answer for himself—in terms of his own business requirements. But some considerations are universal ones which affect everyone in the industry, and to which every dealer should give attention.

For one thing, the dealer has the obligation to inform the consumer. If his fence business is a reputable one, he must tell the community about it, through adequate and effective advertising and promotion. Merely to place an ad in a classified directory is not enough—dealers are undifferentiated as to quality and reputation in this kind of listing. And he cannot depend on word-of-mouth recommendations, although this helps immensely. Through participation in the life of the community, he can add to his reputation for honesty, service, quality. All these things put together are the makings of a fairly complete program for creating a desirable business "image."

But there is one other item which needs to be dealt with: the appearance of the place of business. Here, it seems to us, is where the fence dealers around the nation are particularly negligent. Too often the fence dealer's establishment has an appearance reminiscent of a junk yard. There is no neatness or semblance of order. Stock is piled carelessly around the premises, out in the open, subject to the elements. Sometimes the fencing or other displays are deteriorated, not maintained. It may even be that there is little or no indication that the establishment is in the fence-selling business.

Surely it is of the utmost importance to give people the impression that here is a place where fences are sold? The dealer might tell us not to ask such obvious questions. He might say that of course he gives people that impression. What else?

But what about the fencing (if any) around the fence dealer's place of business? A fence adds prestige and attractiveness to the home—what dealer would deny that? Conversely, will not fencing—well designed and maintained fencing—also add to the attractiveness of the fence dealer's establishment?

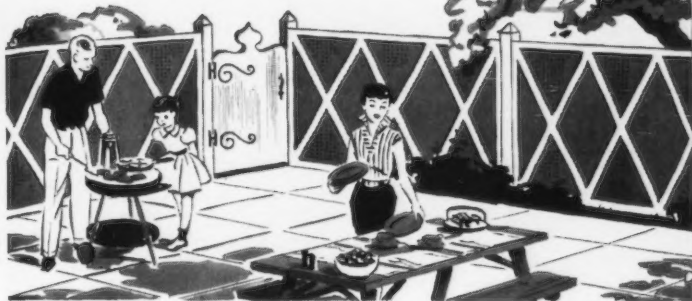
In fact, is not the entire industry upgraded when the dealer's place of business is the kind that attracts not only customers, but the attention of the entire community as well? A case in point is the new building and offices of the Louisville Fence Company, the story of which is carried in this issue.

The dealer may reply: But our customers never see our place of business. We sell over the telephone, or with outside salesmen. We call on our customers; they do not call on us.

True, that is one of the characteristics of this industry. But this does not invalidate the fact that today's merchandising methods require that the dealer give considered attention to appearance. Today's customers expect it. Through custom and experience, they have come to feel that a messy, untidy, rundown looking place is not the kind of place they want to do business with.

The use of foreign products in the American market is now reaching a point where it is becoming widely discussed. John A. Barr, chairman of the board of Montgomery Ward & Co., for example, calls imports (their lower prices) a "menace" and a "threat to our economy." At the same time, he admits that this year "about 20 of our buyers will make trips abroad. Ten years ago, none of our buyers went abroad." Thus is the menace made more menacing. Barr's solution: "It is high time and extremely urgent that organized labor join forces with management to develop a program to meet this threat to our economy." Other businessmen are predicting that labor will organize into unions in the foreign market, bringing labor costs to a more uniform world-wide level.

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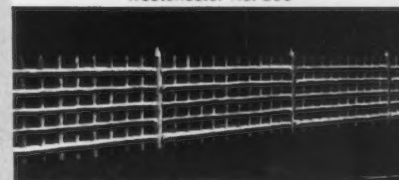
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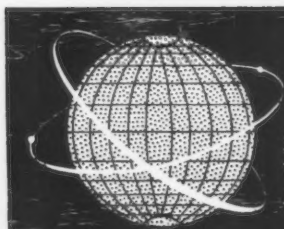


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Manufacturers and Distributors

CHAIN LINK FENCE

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HOUSTON, TEXAS



BUSINESS TRENDS

Bulletin

Fencing gets 0.3 percent (\$192,594) of the total of \$58.8 million of the federal funds allotted by the Federal Aviation Agency to 314 airports, for the fiscal 1961 program. Runways, taxiways, and paved aprons account for more than 76 percent of the total, or about \$45.2 million.

Efforts to raise standards and specifications in the industry are receiving some attention from fence contractors on the West Coast. In effect, the question is being asked: Do buyers of fences at the consumer level need educating? Many dealers think so. If consumers know which specifications are proper and desirable, and which are considered low quality, then they could be expected to know just what they are getting for their money, and could make intelligent choices. Only then would they be aware that there is a correlation (usually) between low price and low quality.

Exports and Imports. U.S. (non-military) merchandise exports for 1959 totaled \$16.3 billion—about equal to the 1958 level. Imports, on the other hand, advanced by nearly 20 percent from the '58 level, to \$15.2 billion for '59.

This industry's use of imported materials is increasing. In the annual survey just conducted by this magazine, more than one-quarter of the dealers responding wrote in their own comments about imports. Most frequent reason given for the use of imports, of course, was that they are lower-priced.

Imported wire increases labor costs, some dealers point out. They say: "When we used imported wire on a job, we found that the erecting time was increased more than 10 percent. This was due to breakage, poor splicing of wire in the manufacturing process, uneven winding of wire on spools, and poor galvanizing."

Where no specifications are indicated, say some dealers, we use imported materials. On the other side of the coin, most government jobs specifically prohibit the use of imports. Would the fence-buying public likewise make such a prohibition if it knew the precise specifications of imported vs. domestic?

Status of the highway programs. On the national system of Interstate and Defense highways, 5,898 miles have been completed as of Jan. 31, 1960, at a cost of \$2.42 billion. The program was launched in mid-1956. On the so-called ABC program, work has been completed on 83,853 miles, at a cost of \$5.17 billion; contracts are under way on an additional 18,875 miles, at a cost of \$2.25 billion.

The steel industry's employment of hourly salaried workers increased to 640,933 during Jan. '60, as compared to 558,014 in the previous January. The payroll cost per hour worked in Jan. '60 by hourly employees was \$3.399, as against \$3.313 during Jan. '59. Employee benefits raised the total cost per hour to \$3.849 in Jan. '60, which compares to \$3.798 for the average of the year 1959.

Job injuries experienced during 1959 disabled 1,970,000 American workers (U.S. Dept. Labor estimate). Of these injuries, approximately 13,800 resulted in death; 84,200 injuries resulted in some degree of permanent physical impairment, the remaining injuries each disabled a worker for one full day or more after the day of injury. Of the total injured in '59, there was an increase of 8% over '59. In contract construction, injuries increased 11%.

Another raise in postal rates is being asked by the Postmaster General. He says that in the 13 years from July 1946 to June 1959, the postal deficits totaled \$6.8 billion. It is not indicated whether or not capital outlays for plant and equipment are included in this deficit figure. First class mail would be raised to five cents an ounce; second class by an average of 40 percent; third class, "to cover costs without subsidy." Parcel post rates were increased just last year.

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Redwood
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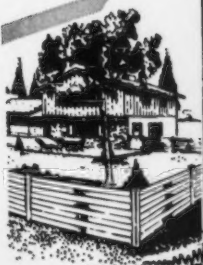


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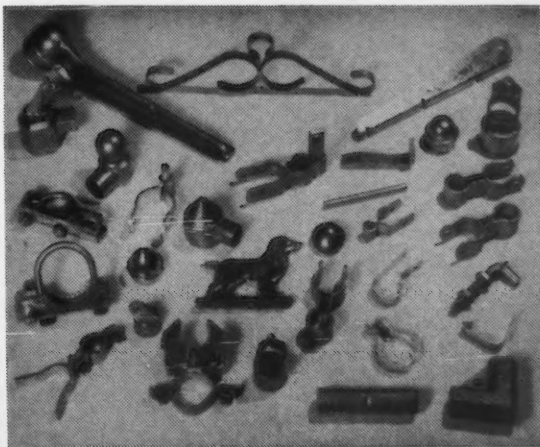
Easier to install, less labor costs and more certain profits with our pre-cut Redwood fences! Many styles, all carefully selected heartwood of "clear and select" C. R. A. grades or better. Your customers will be more than pleased with Red Giant fences; they'll be delighted.



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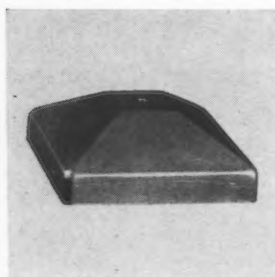
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BOXES OF 100
13 1/2 c EA. F.O.B. DENVER
SHIPPING WT. 5 LBS.
QUANTITY PRICES ON REQUEST

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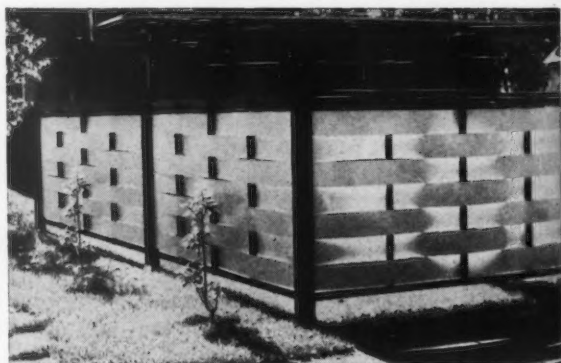
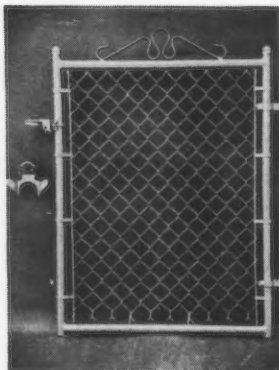
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FINEST QUALITY GATES

\$7.15 F.O.B. DENVER
10 OR MORE
WT. 23 LBS.

SPECIFICATIONS:

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11 GA. CHAIN LINK FILLER
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New One-Pass Fence Machine

Tractor-drawn fence erecting machine rolls on to the next post location, woven wire and in this case, one strand of barbed wire are strung out vertically. Machine can also erect woven wire only, or as many as five strands of barbed wire.



A new machine that takes the lion's share of work out of fence building has been developed by U. S. Steel, in cooperation with its American Steel and Wire Division, major producer of barbed wire and woven fence.

Cited as possibly the "most significant advance in fence building in decades," the machine eliminates a considerable amount of labor normally associated with erecting fences along highways, railroad right of ways and on farms.

With this prototype machine, erecting a wire fence is a "one-pass" operation for a two-man crew. Posts are driven into place, eliminating the chore of digging holes. As the tractor and fence erector are driven ahead to the next post location, woven wire fence, or the woven wire and a strand of barbed wire are paid out vertically. Where barbed wire only is needed, as many as five strands can be dispensed.



Machine holds the end of erected fence in a clamp (left). Special connectors which eliminate necessity of twisting the wire, are used to splice lengths of wire. Note severed wire, splice above.

After three or four posts are driven, a hydraulically operated clamping mechanism holds the wire for stretching. The unit is driven forward to provide the proper tension. The fencing is then attached to the posts and the erection sequence is repeated.

The fence erection unit can straddle a straight line when both posts and fencing are being erected at the same time, or adjusted so the tractor and equipment can operate adjacent to a line of existing posts.

The unit is readily attached to a tractor by a special hitch that holds the unit horizontally rigid, but hinged for free vertical movement. With this feature, it is easy to follow a guideline over rough ground.

An operator can adjust the post driver to a plumb position by using the two screw jacks mounted on the unit.

When rolls of wire are spliced, the machine holds the end of the erected fence while the next roll is hydraulically hoisted into place on the machine. A new method of splicing wire fence was successfully used during the demonstration tests of the machine to eliminate the need for twisting the wires. Two strands of wire to be spliced are inserted in separate holes of a small connector. By crimping the connector with a special tool, the joint is made secure.

The machine pays out the wire around corners so it is not necessary, generally, to cut the fence wire at these locations.

A new, quickly-erected end and corner post assembly was developed to obtain maximum benefits of this machine. The assembly can be built in about 30 minutes, as compared with 1½ to 2 hours where holes have to be dug and the soil tamped around the posts.

On the basis of tests it appears that woven wire fence can be mechanically erected two or three times faster than manual methods. Of course, the number of gates, corners, rocks and brush will effect this.

The unit will operate up and down hills, on hill-sides and through wood lots where there is enough clearance for the tractor to pass.

This type of machine is designed to be of particular value to farmers with large amounts of fenced areas and is ideal for a custom fence building operation, according to U. S. Steel.

Several machines of this type will be demonstrated this summer in the Midwest by U. S. Steel field representatives.

**FOR THOSE WHO WANT
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Early American

RUSTIC FENCE

beautifies, protects and SELLS

**A COMPLETE LINE OF DESIGN
FOR EVERY PROSPECT**



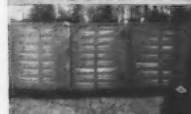
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SPLIT RAIL



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A touch of rustic beauty and
practicality for homes both old
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skilled craftsmen.

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service because it requires no
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plays, attractive literature
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The only new profitable
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Buy the Best!

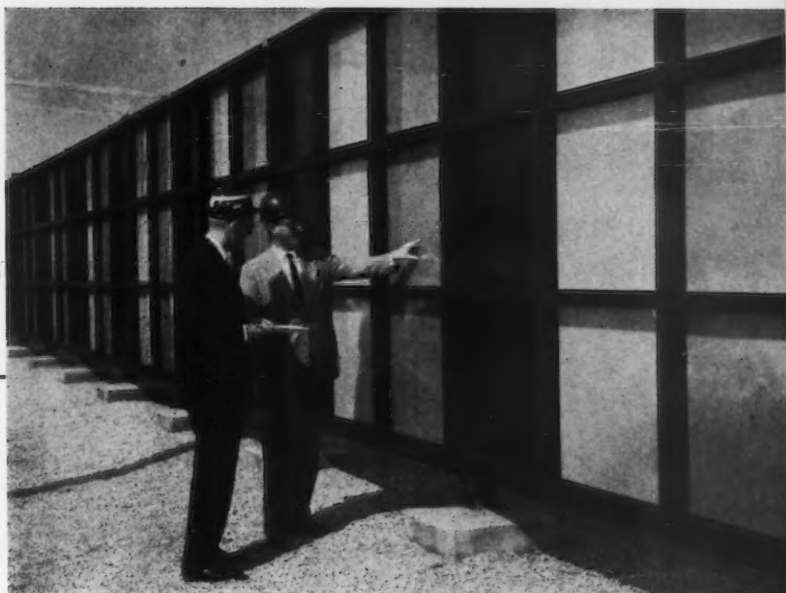
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Du Pont "Lucite" Enters Field As Fence Panel

Gridwork of flat translucent panels molded from "Lucite" acrylic sirup in colors, at visitor's parking area Du Pont's Chambers Works. Prefabricated modular units are 8 x 10 feet and are carried to field to save assembly costs.



A new plastic material similar to the translucent fiberglass sheeting used in residential patio roofs has been transplanted to industrial fencing by engineers at Du Pont's Chambers Works, Deepwater, N. J.

The installation is the first large-scale industrial use of "Lucite" acrylic sirup, a water-white fluid adapted to fiberglass production. Its development two years ago brought the outstanding weathering properties of the acrylics to the field of reinforced plastics.

Like a homeowner, Chambers Works management chose "Lucite" for its aesthetic value. Alternate panels of yellow, green, and orange were selected to give a color accent to a visitor's parking lot and screen out the view of a disposal and storage area nearby. Sunlight passing through the translucent sections adds brilliance to the color effect.

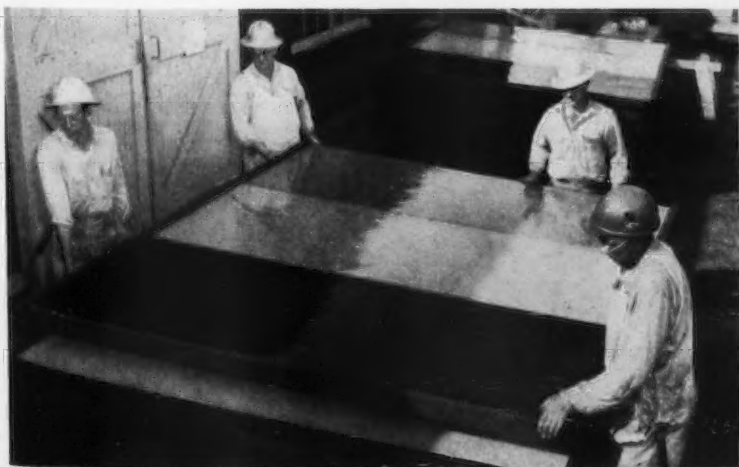
Long experience with other outdoor applications such as auto tail lights indicates that the fencing should retain its color and high gloss without painting or other maintenance costs inherent in conventional materials.

The design is based on a lightweight grid of redwood. Natural strength of the reinforced plastic eliminates the need for a heftier structure, or supports to withstand windstorms.

The fence was made of modular units 8 feet by 10 feet. Framing was cut and fitted with three panels of "Lucite" acrylic sirup in the plant carpenter shop. Finished units were light enough to be easily stacked by hand. When ready, sections were moved to the field in a fork-lift truck. A system of steel clips and bolts simplified mounting to the redwood posts, which were set in concrete on 10-foot centers. A two-foot space at the bottom gives free air flow.

Final assembly, movement to the field, and erection required a day and a half. Cost of materials, including redwood and 3,000 square feet of panels of "Lucite", was \$2,800.

NOTE: Panels of Du Pont "Lucite" acrylic sirup used in the Chambers Works fence are manufactured by Russell Reinforced Plastics Corporation, 6 South 13th, Lindenhurst, Long Island, New York.



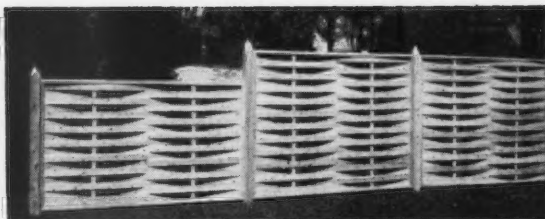
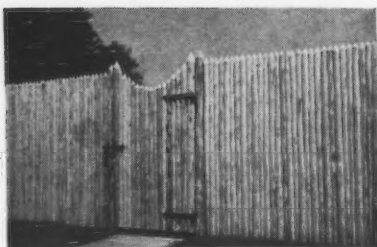
Stacking the light-weight panels. Note the three-tones of fiberglass sheets in each section. This method simplifies transporting and handling at job-site. Reduces cost.



Nails being hammered through panel without damage. Holes may be drilled if required.

FARLEY FENCES

217 DAVIDSON BUILDING
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Fence line includes both rustic and dimensional types in Michigan White Cedar. A limited number of dealerships are available to those who qualify. Write immediately for details.



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DIXISTEEL

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Dixisteel Chain Link fabric is made from our own copper-bearing steel, woven, and then hot-dip galvanized in our own plant.

ATLANTIC STEEL COMPANY

P.O. BOX 1714, ATLANTA 1, GEORGIA

SURVEY and Analysis . . .

The second of two reports to be published concerning all phases of the fence industry and its operations during 1959 and comparisons to 1958.

This is the second in a series of two reports on a survey and analysis of the industry. The first report was published in the March 1960 issue.

This survey is based on an adequate sampling to more than 2,000 leading firms throughout the U.S.A. and its possessions. We would like to emphasize two things: the industry itself has supplied us with the facts, figures, and opinions; the interpretations and projections are clues—a whole series of clues—as to the nature and economic health of our industry.

All estimates mentioned in the survey are projections. The tabulated results of the responses received are multiplied by the total firms in the industry—in the category for which the estimate is made.

The industry outlook, according to its own members, is bright and optimistic. We hope it remains that way.

WOOD FENCE DEALERS GROSS \$235 MILLION

What is your gross dollar volume, annually, in wood fence erecting? Dealer/erectors in this category answered this question: an estimated \$235 million.

They lent support to this by reporting an increased volume of sales for '59 averaging 16.1 percent higher than in 1958. A number of new firms even reported increases from 50 to 100 percent, but these were not included in arriving at the averaged-out percentage increase. Some of the reasons given for better 1959 business are as follows: stronger trend toward wood; increased popularity of wood; new products; hard selling work; better sources of supply; more advertising.

Did gross sales of wood fence and components in 1959 exceed the sales made in 1958? Yes, say 79.4 percent of the wood dealer/erectors. No, say 8.5 percent. The same amount of business was recorded by 12.1 percent, and the balance did not reply to this question.

It is interesting to note that manufacturers of wood fence and components showed even stronger gains in 1959 business than the dealers. A '59 gross exceeding '58 was reported by 93.3 of such manufacturers, with the balance saying business last year was at the same level.

THREE-QUARTER BILLION \$ VOLUME FOR DEALERS

For all types of fencing, at the dealer/erector level, the annual gross dollar volume is in excess of \$750 million. This estimate is based on the following: chain link erecting accounts for \$381 million annually; wood fence erecting for \$235 million; and a variety of other types of fencing for the balance of the total figure. It is interesting to note here that 1959 fence footage can be estimated at 103 million linear feet for wood; and 260 million linear feet for chain link fencing.

Our survey, on the matter of actual gross dollar volume, brought relatively sparse returns for the following types of fencing: ornamental iron, highway and guard rail, farm, metal picket, block, reed, fiberglass, woven and welded wire, and bamboo. But since highway jobs alone run into the millions, the estimated

total dollar volume of this miscellaneous group is between \$100 and \$200 million.

This is also backed up by the reported increases in '59 business over '58. Ornamental iron dealer/erectors, for example, report an 8.0 percent increase in last year's gross dollar volume over the year before. They also indicate (92.8 percent of them) that '59 sales exceeded '58, with the balance reporting the same level of business or a slight decline. To take another example, 69.8 percent of dealer/erectors of woven and welded wire say their '59 business exceeded that of '58; 13.2 percent say business was at the same level, and 17 percent say business declined slightly.

'59 GROSS SALES UP FOR MOST OF INDUSTRY

Taking the industry as a whole, the reports on 1959 gross dollar volume are vigorous and healthy. In response to the question, Did Your 1959 Gross Sales Exceed 1958?—the affirmative reply was made by 88.5 percent of the firms reporting. The same level of business was indicated by 2.7 percent, and 8.8 percent say business was worse than in '58.

By contrast, in 1958, 36 percent of the industry reported a downtrend in business volume in that year, with 62 percent reporting an increased volume. This shows a marked difference with the 1959 trend.

INDUSTRY PREDICTS MORE GROSS SALES IN '60

Just about everyone in the industry is predicting that 1960 business will be as good or better than last year's. A total of 98.2 percent of the firms reporting are of that opinion. Of these, 81.8 percent believe '60 sales will top '59, and 16.4 percent say they will remain at the same level. Only 1.8 percent are so pessimistic as to say they will be worse.

How does this compare with similar predictions—made a year ago—for the year 1959? At that time, 72 percent of the industry said business would be better in '59 than in '58; three percent expected the same volume of business; and 25 percent believed the volume of business would be lower.

As it turned out, only 8.8 percent of the industry reported their actual '59 gross volume of business as lower than '58—a long ways from the 25 percent who had foreseen lower volume. The prognostication for 1959, made at the beginning of '59, was obviously on the pessimistic side.

The stronger—much stronger—optimism shown by the industry with regard to this year's business should be reflected in more sales at the manufacturer level, larger inventories at the dealer level, and greater dollar volume at the consumer level. If 1960 approximates the optimism shown, it will be a banner year.

It should be remembered (see last month's article) that the dealer/erector segment of the industry, by a strong majority of 77.6 percent, expects this year's business to be better than that in '59.

More Survey—Next Page

FENCE SURVEY—continued from page 11

THE ANSWERS!

Industry overwhelmingly confident about 1960 business outlook. 81.8% Of industry expects rise in '60—88.5% had it in '59. Only 8.8% say business in '59 was worse than in '58. Chain link fence dealers gross \$381 million in '59. Wood fence dealers gross \$235 million in '59. For all fencing, dealer level, '59 gross over \$750 million. Steel tonnage for chain link manufacturing est. 350,000 tons.

BIG PLANT & EQUIPMENT INVESTMENT BY INDUSTRY

Almost two-thirds (65 percent) of the firms reporting say they have added to their physical plant or equipment during the past several years—since the beginning of 1958. Some firms gave the actual dollar valuation of such improvements and additions. The value reported by these firms amounted to \$713,000. On a projected basis, therefore, several million dollars—perhaps up to \$5 million—have been spent by the industry for this purpose in the past several years.

The industry is continuing this trend: 66 percent of the firms reporting say they will make plant and equipment additions during the current year; 20.8 percent say they will not; the balance did not reply to this query.

VALUE OF BUSINESS—OF EQUIPMENT

A total estimated \$220 million is reported as being the value set by the industry on itself. This averages out to \$55,000 valuation per firm. If the valuation represents approximately one-quarter of the total gross volume, this means that the total gross for the industry is \$880 million. However, some of the larger firms did not respond to this part of the survey. Based on a projection which would include them, both the valuation and gross dollar volume figures would be much higher: a yearly dollar gross of well over \$1 billion, and a valuation of \$300 million.

What value do you place on your equipment? The answer given by the industry is an estimated \$68 million, or an average of almost \$17,000 per firm. This means that equipment represents about 35 percent of the total valuation. Thus, if a firm has this average investment in equipment, it could be expected to do an annual gross business of over \$200,000. Using this ratio of equipment to gross, it may well explain the rapid growth of small businesses in this industry.

LENGTH OF TIME IN BUSINESS—FOR ENTIRE INDUSTRY

Last month, Fence Industry published data on the length of time in business for dealer/erectors only. At that time it was remarked how many new firms had been established during the past 15 years. The rapid growth of the *entire* fence industry is reflected by this statistic: a full three-quarters (75.8 percent) of the firms engaged in fencing have been in business 15 years or less. This compares to 73.6 percent so reporting in our survey a year ago. Compared to the length of time in business for dealers only, there is a difference of about five percentage points, since the dealers currently show 71.1 percent as 15 years old or less.

The breakdown for the entire industry is as follows: those in business from one to five years, 26.1 percent; six to 10 years, 36.6 percent; 11 to 15 years, 13.1 percent; 16 to 30 years, 11.2 percent; 31 to 50 years, 9.3 percent; 51 to 105 years, 3.7 percent.

Annual gross business indicated well over \$1 billion all phases. Plant/equipment expansion is widespread throughout industry. 66% of firms reporting say they will expand this year. Estimated \$220 million is value which industry sets on itself. Estimated value of equipment by industry is \$68 million. Equipment expenditures average about \$17,000 per firm. 75.8% Of industry has been in fencing 15 years or less. Labor costs for industry average out at 31.5% per \$ earned. Chain Link labor average, 28.8%; Wood, 34.5%; Orn. Iron, 40%.

LABOR COSTS—PERCENTAGE PER DOLLAR EARNED

For the entire industry, labor costs per dollar earned averages out to 31.5 percent. The variation in labor cost is tremendous. As a general rule, labor in the South and Southwest is cheaper than elsewhere; and in metropolitan areas, invariably, it is higher than in less heavily populated areas. Another factor to consider in explaining the great range in labor costs (from eight to 75 percent) is the method and type of operation. A manufacturer, for example, may have a high percentage of labor cost as compared to a dealer, whose sole function is that of a sales organization. Much depends on how the bookkeeping is done. This dealer may subcontract both the materials and the erecting job.

In the chain link segment of the industry, labor costs average out at 28.8 percent per dollar earned. In the wood fence segment, 34.5 percent is the average for labor costs; and in ornamental iron, 40.0%.

SOME GENERAL DATA ON DEALER/ERECTORS

Persons Employed by all types of dealer/erectors is an estimated 48,660, or about 12.1 employees per firm. One-quarter of these, or an average of 3.0 employees per firm, are engaged in sales.

Labor Costs average out to 30.1 percent of every dollar earned by the dealer/erector. However, there is a wide spread on this figure: some are below 20 percent, some as much as 50 percent, and a few higher than that. Dealers report that labor costs in 1959 went up an average of 4.0 percent.

Plant and Equipment improvements and additions, made since the beginning of 1958, are reported by 38 percent of the dealer/erectors. Those who gave the actual dollar value of such improvements and additions show a total of \$303,000 so invested. This indicates that the dealer segment of the industry is continuing to expand and is investing in its own future at a steady pace.

PARTIAL RECAPITULATION OF PART I OF SURVEY

Dealer/erectors handle many types of fence. Although chain link and wood predominate and are carried by three-quarters or more of the dealers, a variety of other types also have a substantial market. Among these are barbed wire, woven and welded wire, ornamental iron, block, and various types of combination fences. Plastic panels (usually combined with wood) and colored aluminum slats (combined with chain link for privacy) are both making headway.

In the chain link field, both manufacturers and dealers reported a good year in '59 by strong majorities, and both are predicting an even better 1960 in gross sales. Chain link dollar volume, as reported by the dealers, was up an average of 17 percent, '59 over '58. An estimated \$381 million gross sales were reported by chain link dealers.



HENRY CLAY LAYNE, President, Louisville Fence Co., Louisville, Ky. He heads a progressive fence company that has made great strides in 12 years of existence.



Partial view of the new office building of the Louisville Fence Co., officially opened March 19th, 1960.

Louisville Celebrates 12th Year

**Expands on sound basis
To meet growing volume**

The new modern and attractive offices of the Louisville Fence Company may well serve as an example of what fence dealers can do to keep pace with recent merchandising trends. Eye appeal, both of the products and of the surroundings in which they are sold, has become an important factor in selling. By pointing the way in which it can be done in the fencing industry, this company has done a great service, and is to be complimented for setting the pace.

During the 12 years of its existence, Louisville Fence has become one of the major fence dealers in the area. It was fitting, therefore, that to mark the formal opening of its new offices, the company held a gala Open House last month. The event was attended by many of the firm's customers and suppliers, and a number of local dignitaries. Everyone was impressed with the beauty and decor of the new offices, in its own newly constructed building, located at 301 E. Ottawa Ave., Louisville, Ky.

The interior decor of the building was designed by Mrs. H. C. Layne, the firm's secretary and treasurer, and wife of the corporation's president, Henry Clay Layne. The building itself is constructed of brick and glass, and is flanked by a display yard and parking lot. The company now owns the entire block along Louisville Avenue, from Ottawa to Southern Heights, site of the firm's first office. Fence storage yards, and shop buildings and yards, occupy the space between the old and new offices.

Louisville Fence sells, erects, and services all types of wood, steel, and aluminum fencing. It is a franchised agent for Habitant Fence, Inc. It warehouses galvanized and aluminized "Page" chain link fence and fittings, as well as all types and styles of redwood and cedar fencing. It manufactures its own gates and special panels. The number of employees range from 20-to 45 at the peak season.

—Continued Next Page



ROY SHULER, Vice President in Charge of Sales. With Louisville 12 years.



GEORGE LAWRENCE and **PAUL BRIDGES**, two of Louisville Fence Co.'s topflight salesmen. Thoroughly versed in the fence business, these gentlemen, under the tutelage of Roy Shuler (above), find the field interesting, profitable and worth the efforts required. High caliber men, the daily competitive hassles encountered present no problems.



Henry Clay Layne, President of Louisville Fence Co., in his newly furnished private office, tries out his conference desk for size. Mr. Layne, a firm believer in sales promotion of high quality, says, "physical plant and personal appearance is part of your promotion."



Plush Conference Room is soundproofed and air-conditioned. Ideally suited for sales meetings. Planned lighting gives this room a non-glare effect with evenness of lighting throughout. In planning this room Mrs. Layne dispensed with the severe atmosphere and interior decor usually found in conference rooms.

H. C. Layne was once associated with U. S. Steel's Cyclone Fence Department for a number of years. In 1948, he established the Louisville Fence Company as a sole proprietorship. But at the beginning of 1960, the firm was incorporated, with the following officers: Henry Clay Layne, president; Roy Lee Shuler, who has been with the company 12 years, vice president in charge of sales; Mrs. H. C. Layne, secretary and treasurer; Shirley M. Pendleton, assistant secretary; Howard O. Banet, auditor.

Among some of the larger installations made by Louisville Fence are the following: right-of-way fencing for the Interstate Highway System Jobs (40,000 to 80,000 feet); fencing for Lock & Dam No. 41 in Portland; municipal park jobs running into approximately 100,000 feet of chain link fencing; a \$318,720 job on Shivley's sanitary sewer line, involving the dismantling and re-erecting of 123,000 feet of old fencing along the line; and various other jobs for distilleries, coal mines, tobacco warehouses.

Equipment used by the company includes six trucks, one tractor with post driver and auger, one jeep with P.T.O. and auger, one Baker hydraulic fork lift. Shop equipment includes drill presses, gate jigs, band saws, and a variety of power tools.

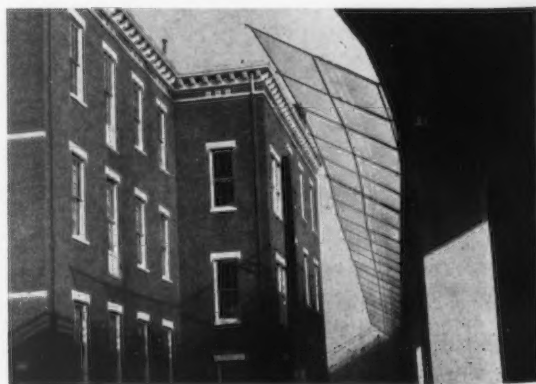
A sister company, Kentuckiana Pools, Inc., was formed two years ago to sell, install, and service a complete line of fiberglass swimming pools.

The Louisville Fence Company's "formula" for a successful fence business might be said to incorporate the following: An optimistic, long range view of the fence industry, best exemplified by the carrying out of the decision to invest in a new office building. H. C. Layne realizes, of course, that this expansion gains prestige for the company in the community at large.

An aggressive selling approach to all potential jobs, whether they be industrial, residential, or the highly competitive bidding of municipal or government jobs. This, plus a never-ending promotional program, keeps the name and services of Louisville Fence always before the public.



Partial view of the Louisville Fence Reception Room. Salesmen may interview prospects at these modern desks which do not permit much cluttering. The woman's touch may be noted in the drapes and decorations.—Mrs. Layne has done herself proud. "How about it?"



The fence isn't falling down. Seemed like a good spot for motorists on the roadway above to throw empty bottles and refuse. Louisville Fence was called in to solve the problem. The chain link was framed and set out far enough to stop the litter from dropping into the grounds below. It has solved the problem.



"Guardian" Of Tucson Building Big Volume With C/L "Stripping"

Ernie Aros, co-owner of Guardian Fence Co., Tucson, Arizona, shows loose-leaf binder containing photos of "stripping" jobs his firm handled. Each salesman carries one. Note the different effects obtained through the use of colored slats and weaving.

The Guardian Fence Co., 1830 E. 22nd St., Tucson, Arizona had a gross billing last year in the neighborhood of a quarter million dollars. Co-owner Ernie Aros states that the coming year will be even better, and credits much of his firm's success to their exclusive work in chain link fencing and their extensive use of multi-colored aluminum stripping. "We're using this stripping something like the supermarkets use loss leaders—to attract the customers," states Ernie Aros. "We're not making any money on the stripping, but we are selling fencing by promoting the stripping. I'll show you what I mean."

Ernie opened up a large loose-leaf binder and flipped through page after page of colored photographs of fences with colored aluminum stripping. Even to a person familiar with fencing, the sight was spectacular. "Each of our five salesmen has one of these books," explains Ernie. "We make a serious business of taking these pictures and properly mounting them."

With a complete brochure of their work in hand, it is easy to understand why aluminum stripping figures so prominently in Guardian's operations. Ernie points out that at least 50 percent of the fences they erect include stripping, and he adds that he is perfectly willing to sell the customer the aluminum and have him do his stripping himself.

"This aluminum stripping has placed the steel fence in direct competition with the wooden fence out here," notes Ernie Aros. "Wood in this climate just wouldn't stand up. It's too hot and too dry. With this stripping we get the privacy and design possibilities of wood along with the durability and maintenance advantages of metal."

Guardian Fence buys aluminum venetian blind strips from Lando Products, Inc. of Sausalito, Calif. Delivered, the colored aluminum costs approximately two cents a foot. At this price, it costs about 68¢ a fence foot to strip a five foot high fence.

"We will actually sell the stripping for that price to our fencing customers, and if they ask us to strip the fence ourselves, we'll do the stripping for an additional 11¢ a fence foot." Mr. Aros adds that the 11¢ a running foot stripping charge barely covers the cost of the



The "locking" or "holding" strips on the outside of the fence are placed somewhat closer together in southern Arizona, this acts as a protection against high wind conditions.



Clipping or turning the strips at the top dresses up the job. The customer saves 11¢ a foot when doing it himself.

man who does the stripping. The operation quite obviously is an accommodation for the customer.

Yet by pushing this non-profit operation, and by emphasizing the attractiveness of fences with various patterns of colored aluminum stripping, Ernie Aros has steadily increased Guardian's volume of residential fencing. "We hope the day comes when we can make

Continued—Next Page.



Newly elected officers of the Fence Contractors Association of California. Left to Right: James Hutchinson, Sec.; C. Eugene Main-
got, V.P.; Kenneth Willis, Treas.; Morris "Scotty" Roth, President.

F.C.A.C. Want All Contractors Licensed

At a recent meeting of the Fence Contractors Association in Los Angeles, most of the 32 members present agreed that fencing business in southern California is running 10 to 20 percent ahead of the same period in 1959. Despite this increase in gross volume, however, the members point out that there is not a proportionate increase in profits.

Gradually rising material and labor costs, without comparable increases at the consumer level, were given as the major factors contributing to the tighter profit picture. Despite this, association members look to the balance of 1960 with enthusiasm. Many see a spectacular future for those firms willing to experiment with new fencing materials such as fiberglass, and imported plastic sheeting. Others see in red cedar fencing material an attractive product with good profit possibilities.

Block fence dealer contractors in California have met with a rather unusual situation this year. Block fence suppliers, it so happens, are involved in a price war. One block fence contractor explained: "We're

drawing off larger profits because we're getting our block 10 to 15 percent cheaper than last year, without having to reduce our price to the consumer. But of course as soon as the block manufacturers get over their spat, prices are going back up."

In chain link fencing, firms in southern California, almost without exception, are reporting the 100 percent use of imported steel pipe, and fabric woven from imported wire. It is reported that since the steel strike, the differential between foreign and domestic steel fencing products, laid down in southern California, is 30 percent, and that quality is comparable. Only in the case of public jobs, where the government specifies American products, has domestic steel found a market of consequence.

Most significantly, the California association members look to the accomplishments of their own group as a major factor in stabilizing the fencing business. Through their persistent pressing for the adoption of meaningful fencing standards by Building Departments, and their own efforts aimed at keeping irresponsible and unlicensed contractors out of the fence contracting business, they have made it possible for the responsible contractor to do a good job at a reasonable profit.

Right now, the association is redoubling its efforts to upgrade its fence standards, and encourage their adoption by cities in southern California. A committee, made up of contractors specializing in different types of fencing, and from different areas of southern California, is currently revising the Association's standards for chain link, redwood, and block fencing. After approval of these standards by the Association, the membership will bring them to the attention of Building Department officials in southern California.

"This is one of our biggest jobs," states Association president Scotty Roth. "We're also bringing encouragement and pressure to bear to get unlicensed operators either to take out a license or get out of the fencing business."

"Guardian" Of Tucson—from Page 15.

a profit on this stripping operation," states Ernie. "Until that day comes, however, we're going to use this stripping as a sales tool."

Asked about steel supplies, Ernie grimly shakes his head and nods to filled pipe racks in the rear of his yard. "We're not hurting," replies Ernie, "but heaven help the American manufacturers." Guardian Fence, one of the last of the firms in the area to do so, has finally jumped on the foreign bandwagon, and is buying virtually all of its steel through import houses. Ernie Aros reports that even his fabric is now being woven from Japanese wire. He anxiously asks, "What is this sort of thing doing to our own industry?"

Mr. Aros states that he would be willing to patronize local manufacturers at a modest differential in prices, but that when the differential moved into the area 20 percent or more, he just couldn't afford to buy American products. "Foreign steel has saved our lives," notes Aros. "We even use it on public works projects here in Arizona."

Guardian's staff is made up of four installation men and three full-time salesmen in Tucson, two in Douglas, Arizona, a stripper to install aluminum stripping, and an office girl. Ernie Aros handles administration and major bidding by himself.

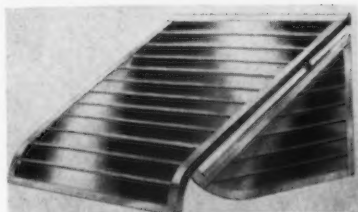


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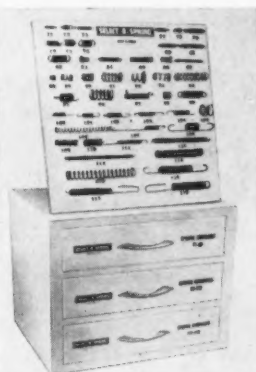
FENCE

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ALUMINUM AWNING MATERIALS on a lineal basis permits the fabricator or dealer to cut and easily assemble and permits a manufacturer profit of 50% according to this supplier. Various styles and designs can be produced, such as: straight, concave, convex awnings and patio and carport covers. Materials are said to require no maintenance and a program planned by this manufacturer has been set-up to accommodate fence dealers. For details write: FI-102, Lite Vent Industries, Inc., 14637 Meyers Road, Detroit 27, Mich.



UTILITY SPRING ASSORTMENT. Steel cabinet with 3 drawers and 48 separately numbered compartments, along with steel spring selector board are available free with the purchase of 525 assorted springs. Markup permits a 250% profit on this assortment for dealers according to the manufacturer. For details write: FI-104, Select-A-Spring Corp., 61 East 11th St., New York 3, N. Y.



COLOR CLAD GRASS STOP. Features an iridescent green finish on one side of the coil to match up with the grass. Is available in two ranges; aluminum with natural finish on one side and steel with Bonderized brown on one side and green on the other. Widths are 4, 6 and 8 inches, with lengths in standard sizes up to 100 feet. For details write: FI-105, Carey-McFall Co., 2156 E. Dauphin St., Philadelphia 25, Pa.

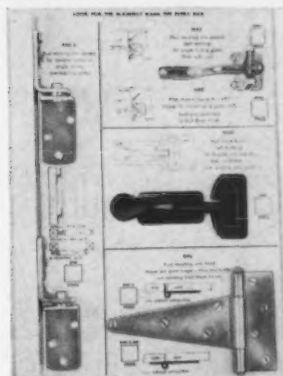


CONSTRUCTION LEVEL-TRANSIT. Features aluminum alloy standard and base construction. A low priced, high quality builder's instrument, it has a 12-power optical system and enclosed base for protection from dust, moisture and jars. New smooth finish makes it easy to clean. Features include rack-and-pinion internal either-hand focusing, a built-in sunshade and a positive lever lock bar. It comes with tripod and carrying case. For details write: FI-109, Ed Martin, David White Instrument Co., 2051 N. 19th St., Milwaukee 3, Wis.

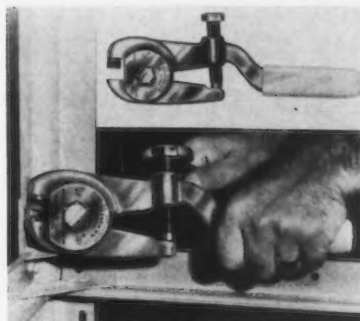


RUGGED PLASTIC GARDEN FIGURES. Stately Flamingos and Royal Egret Heron figures for use in garden or yard arrangements. Blown in a single piece, each figure is seamless, of 100% polyethylene plastic and colored in true-life non-fade weather resistant shades, complete with sturdy metal mounting stakes for anchorage. Heron is 11" x 10" x 4". Flamingo is 13" x 10" x 4". For details write: FI-111, Bernard Edward Co., 5252 S. Kolmar Ave., Chicago 32, Ill.

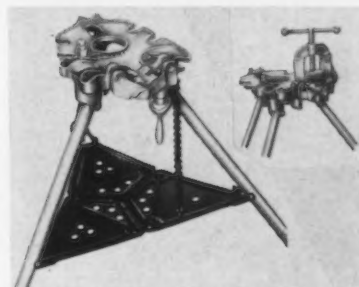
CONSTANT POTENTIAL D-C WELDER. A new welder which the manufacturer claims x-ray perfect MIG welds on aluminum, magnesium, stainless and carbon steel sheets down to a thickness of .030. It is also said to provide continuous slope and voltage adjustment while welding, between the limits of 300 amps. at 30v and 25 amps. at 10v. Both spatter and burn-through are eliminated. For details write: J. G. Waldron, Dept FI-60, Miller Electric Mfg. Co., Appleton, Wis.



GATE HARDWARE ASSORTMENT. Included in this assortment are: 5 sets of zinc plated, pintle gate hinges; eight pair of six inch reversible "T" hinges—four pair zinc plated and four pair dull black finish; eight gate latches zinc and dull black finish, etc. The panel available with the assortment is attractively silk screened for display purposes. For details write: FI-115, McKinney Manufacturing Co., 1715 Liverpool St., Pittsburgh 33, Pa.



SWIVEL JAW NUT SPLITTER. Cracks tough nuts with ease and speed. Stubborn "frozen" rusty nuts can be reached, split, and removed easily and quickly with this new handy tool. This swivel jaw nut splitter is designed to cut nuts up to and including 7/8" across flats. The tool will not damage the bolt in removing nut. Operated by hand. The swivel blade is made of tempered tool steel. For details write: FI-100, H. K. Porter, Inc., 74 Foley St., Somerville 42, Mass.



VISE STAND WITH FOLDING TRAY. This vise stand has a folding tray which automatically folds up when the stand is closed. Three segment tray is hinge bolted to the stand legs. The vise holding unit is designed so yoke parts 1/8" to 2-1/2" can be replaced by chain vise parts 1/2" to 4" on the same base in a matter of minutes. The unit is equipped with double socket efficiency bend-ers for 1/2" and 3/4" pipe and has slots for holding tools. For details write: FI-108, Nye Tool Co., 4120 W. Fullerton, Chicago 39, Ill.



INFORMATION

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Editor . . . for publication.

Barbed Wire Import Probe On Scheduled Washington May 10

An escape clause petition of the Atlantic Steel Co., Atlanta, Ga., to the Tariff Commission to institute an investigation concerning the imports of barbed wire on the Free List and its effect on the domestic industry, and rejected by the Tariff Commission in November 1958 as not within their jurisdiction, has now come to a head, due to the Atlanta steel firm's carrying an appeal through the U. S. Circuit Court of Appeals and a Federal District Court.

The Appeals Court decision in favor of the Atlantic Steel Co. petition could have been taken before the Supreme Court for a final test, however the United States Tariff Commission recently announced that on its own motion it has instituted an investigation to determine whether barbed wire as a result of customs treatment granted under the General Agreement on Tariffs and Trade is imported into the USA in such increased quantities as to cause or threaten serious injury to the domestic industry producing directly competitive products.

Pursuant to Congressional action, barbed wire has been on the U. S. free list since 1913. Should the Commission find that the domestic industry is seriously injured by imports, under present law, the President may invoke quotas or impose tariffs.

A public hearing in connection with the investigation is scheduled to begin on May 10th, 1960, at the Tariff Commission Building, Washington, D. C. Persons desiring to appear at the hearing should notify the Secretary of the Commission, in writing, at least 3 days before that date.



Ex-flier soars with Hurricane

CROSSES \$250,000 FOR HURRICANE IN '59. Selling fence materials from San Antonio, to El Paso and north to Amarillo, Texas and Roswell, N. Mex., Col. Bill Williams, USAF retired, hung up an enviable sales record for Hurricane salesmen to follow, as branch manager of their San Antonio office. As a flyer and engineering officer for Uncle Sam's air force over a period of 30 years Bill says, "It's a lot easier selling Hurricane than flying through or over them as a pilot."

Code To Regulate Pool Builders

DALLAS—DRAFTING OF MODEL SWIMMING POOL ORDINANCE and formation of a state-wide uniform code committee highlighted the recent annual convention of the fourstate Southern Pool Association. The joint committee is made up of Texas state and city health officials and industry members.

The recommended ordinance covers both public and semi-public pools and is based largely on the recommended minimum standards promulgated by the National Swimming Pool Institute of which the SPA is an affiliate.

The new code is designed to regulate individual pool builders and will have a definite effect on equipment manufacturers selling in Texas. It is claimed the net effect will be to raise standards of pool construction and to eliminate unscrupulous or incompetent pool builders.

The code is being made available to other states and cities according to Lou Reese, Reese & Associates, P.O. Box 12032, Dallas, Texas or through Robert S. Greene, executive secretary, National Swimming Pool Institute, Harvard, Illinois.

Finds firemen make ideal erectors

CITY FIREMEN AS PART-TIME ERECTORS. The Lane Wilson Co., Monroe, Louisiana, fence dealers, have found that two of the city's firemen are ideal part-time erectors. Owner G. L. Thompson, added fencing as a profitable side line to his farm supply business in 1958 and is reported doing quite a volume in chain link in the area. "Many firemen need spare time jobs to supplement their salaries," says Thompson and he finds them especially well suited to meet the public.

Offers trade novel horseshoe fence

FENCE MADE WITH HORSESHOES. C. I. Lennon, manager, Horseshoe Division-sales, Phoenix Mfg. Co., division Union Tank Car Co., Joliet, Ill., advises that his firm has designed and manufactured a fence with small horseshoes as a novelty. The firm believes the fence marketable and are seeking manufacturers who may be interested. Drawings are available.

Ideal Fence Co. changes name

CHANGE IN THE NAME OF FENCE CO., Ogden, Utah, branch, to that of the parent organization American Fence Co., was announced recently by W. E. Stratton, president of the firm which headquarters in Salt Lake City. David R. McCafferty was appointed manager of the branch now operating under the name of American Fence Co. A native of Ephraim, Utah, McCafferty has been associated with American Fence Co. 11 years as installation foreman and residential sales manager of the Salt Lake sales office prior to his new appointment.

Atlanta fence maintenance low

ATLANTA EXPRESSWAYS FENCE MAINTENANCE for median chain link replacements due to auto collisions during 19-59 cost the City of Atlanta, Georgia, \$13,100.27. A total of 5,886' of fence and 1712.5 of guard rail was replaced according to Atlanta Highways Dept.

Million \$ Beauty-Link Plant

STANDARD WIRE & CABLE LTD., 70 Wincgold St., Toronto, Ont., Canada, will install a complete fence weaving equipment section in their new \$1 million dollar plant scheduled to open about May 1st at Etobicoke.

Standard Wire recently set-up a wholly owned subsidiary, Beautylink Fence & Wire Ltd., (P.O. Box 10, Rexdale, Ontario), to manufacture plastic coated galvanized steel chain link in colors.

In the process of establishing this subsidiary, the manufacturing equipment and inventories of Windsor Fence & Wire Co., Windsor, Ontario was purchased. The Windsor machinery with other new equipment will be installed in the new plant.

Potential for the plastic coated chain link in Canada is said to approximate \$1 million annually and the company anticipates a volume exceeding this figure from the U.S. market, according to E. S. Rose, president of Standard Wire.

New Broski catalog real good

BROSKI PUBLISHES NEW CHAIN LINK CATALOG. A 44 page catalog that will stack up with the best to be offered in this field has recently been released by Broski Bros. Inc., 3915 Fuller, Kansas City 29, Mo. The catalog illustrates and details specifications on chain link, gates, welded wire fabric, bright basic wire, galvanizing and sand blasting. Dealers are invited to write for a copy.

Kaiser Aluminum project in India

KAISER ALUMINUM IN INDIA PROJECT. The Hindustani Aluminum Corp. Ltd., of India and the Kaiser Aluminum & Chemical Corp. (USA), a joint undertaking including the Birla interests in India, will build an alumina installation and aluminum reduction plant near Rihand Dam in Uttar Pradesh State at a cost of \$30 million. The U.S. Export-Import Bank will loan \$13.6 million to help finance this project.



Fox, Chairman NRLDA Frisco Convention

N.R.L.D.A. EXPOSITION TO SAN FRANCISCO. Veteran Southern California lumberman Thomas J. Fox, president of the John W. Fisher Lumber Co., Santa Monica, Calif., has been appointed General Chairman of the 7th annual National Building Materials Exposition, to be held November 13-16 in San Francisco.

News Items . . .

Timely and Informative

Tragic accident

TRAGEDY AGAIN STALKS REEVES FAMILY. Just after we closed our forms on the last issue of *FI* reporting the accidental death of Matt Reeves, Sr., Tampa, Florida fence manufacturer, we learned of a tragic auto accident that took the life of Frank N. Reeves, brother of Matt, and slightly injured the 6 year old daughter of G. F. Reeves, named Rhea. A car out of control careened into a crowded church yard striking six persons, including those named above and Reeves' wife Marie, 60. Frank N. Reeves, 62, of Gothenberg, Neb., was a visitor in Tampa at the time of the fatal accident.

Louisville Fence throws party

LOUISVILLE FENCE CO. CELEBRATES 12th ANNIVERSARY with "Open House" party in their sumptuous new office building at 301 E. Ottawa Ave., Louisville, Ky., on March 19th. H. C. Layne, reports that his firm is now a corporate structure, having incorporated on January 1st, 1960 under the same name. The new office building occupies land adjacent to the firm's yard and warehouse.

Keystone Steel makes money

KEYSTONE STEEL & WIRE CO., consolidated report for the six months ending December 31, 1959 as compared to the same period in 1958 indicated an increase in sales of approximately \$14,307,000. Net income was almost \$1 million dollars above 1958 for the period. Net sales were in excess of \$63 million in 1959 as compared to \$49 million in 1958.

SBA lending money

SBA SMALL BUSINESS LOANS totaled 250 approved loans during January amounting to \$11,866,000 to assist individual small firms. Firms whose loans were recently approved included: Los Angeles Steelcraft Products, Inc., Pasadena, Calif., mfrs. of playground eqpt., \$42,500—Missouri Valley Steel, Inc., Leavenworth, Kas., \$250,000—Texas Creosoting Pole & Post, Mineola, Texas, fence posts and barn poles mfr. \$30,000—Olmos Bldg. Materials Co. Inc., San Antonio, Texas, \$75,000.

About electric fencing

ELECTRIC FENCE SAFETY FACTOR is based on the time lapse between pulsations of electric current which will allow sufficient time for a person to let go of a charged fence. Electric fence controllers now widely used are said to be sufficiently safe according to tests recently made and conducted by the University of California at Berkeley.

Runs afoul of fences

HOLDUP SUSPECT TAKEN BY FENCES. The Los Angeles Times in February reported a holdup suspect spurred on by police bullets who ran through a wood fence, fell over a chain link fence, leaped over a block fence and finally landed head first against a concrete porch rail. The suspect naturally wound up in the hospital. The fences remained intact.

Leduc now Barnes salesmanager

BARNES WIRE FENCE CO., recently named Thomas C. Leduc as the firm's area sales manager. Leduc has been in residential and industrial fence sales for the past 14 years, reports Charles H. Sprau, president of the firm, which headquarters at 10351 Northlawn, Detroit 4, Mich.

Old partnership newly incorporates

RELIABLE FENCE NOW A CORPORATION. Arthur B. Simmons and Anthony V. Orlando doing business as a partnership under the firm name of Reliable Fence Co., Washington St., Norwell, Mass., have sold their interests to the Reliable Fence Co., Inc., as of February 9th 1960. The new corporation will assume the assets and liabilities of the former co-partnership.

Novel way to sell and display

FEATURES FENCING IN SUPERMART. Floyd Quick, who recently purchased the fence business of Ralph Wheeler, Endwell, N.Y. erector, and now located at 110 Latourette Lane, West Endicott, N.Y., hit on the bright idea of fence displays in a grocery. Figuring that food stores *must* be visited by all of his prospects he arranged for temporary displays in a supermarket featuring residential fencing. He reports this an excellent way for getting prospects. Quick handles the Stewart line, employs a 3 man crew, runs two trucks and figures moving to new enlarged quarters real quick.

Wisconsin snow fencing

FOUR MILLION FEET OF SNOW FENCE was reported in use this winter along state and trunk highways in Wisconsin by the State Highways Dept., at Madison. More than 800 miles of snow fencing was placed as protective barriers against drifting snow. E. G. Plautz, District Engineer, State Highway Comm. Milwaukee District, 794 N. Jefferson, Milwaukee 2, Wis., keeps many crews busy in this phase of work prior to and during winter months.

Hurricane establishes new dealer

HURRICANE STEEL INDUSTRIES have established a new outlet for their products at 321 E. Buchanan St., Phoenix, Arizona, Robert "Bob" Whitechurch, will deal in the Hurricane line.

Wilkins gets Aliquippa post

JONES & LAUGHLIN STEEL APPOINTS Frank S. Wilkins, 721 Hemlock St., Aliquippa, Pa., Superintendent of the Rod & Wire Dept., Aliquippa Works. He succeeds the late N. A. Hansen and formerly was Assistant Superintendent of the department. Wilkins has been at the Aliquippa Works since June 1927. In 1939 he was named assistant foreman, galvanizing and fence, in the rod and wire department. He is a native of Johnstown, Pa.

More Items Of News Interest

A FITTINGS INTRODUCTORY OFFER by Carnahan Fence, Springfield, Mo., supplier to the trade included 1 3/8" offset rail ends at 8¢; loops tops 1 3/8" x 1 5/8" at 11¢ and ball tops 1 3/8" to 2 1/2" ranging from 6¢ to 12¢. Prepaid freight on orders of a 1000 parts were offered.

A LONG STANDING ILLNESS has forced Sidney L. Knowles, former special sales representative for the Stewart Iron Works Co., at 1725 14th Ave. S., St Petersburg, Fla., out of active participation and he is not able to "do any more business," according to his wife, Mrs. S. L. Knowles. Sidney is well known to the trade from coast to coast. We wish him a speedy recovery.

NEW FIBERGLASS PANEL INTRODUCED BY ALSYNITE is named "Ridgeway." The panel is designed specifically for such outdoor overhead uses as patios, sun porches and car ports. It is available in 7 basic colors. It is being marketed through some 300 distributors. Alsynite Company of American is located at 46-54 De Soto St., San Diego 9, Calif.

AWARDS ★ PROJECTS ★ PROPOSALS ★

The information appearing in this issue concerning awards, projects and proposals were selected from hundreds of releases by *FI* editors as having possible interest for our readers.

Listings do not imply specific fence business unless it is so indicated.

In order that further information may be obtained by interested readers, each award, project or proposal, lists the reference numbers and the names and addresses of individuals and offices where additional information may be obtained.

ALA—Proj. #P-3207, planning enlargement of sanitary system, est., \$1,000,000. Herman W. Maddox, mayor, City Hall.

ALASKA—Proj. #P-3032, planning new sanitary facilities, Kodiak, est., \$128,500. Bill M. Poland, city manager, Box 685.

ARK—Proj. #3-CH-37(D), construction at Henderson State Teachers College, Arkadelphia, est., \$1,136,000. Dr. D. D. McBrien, president.

CALIF—Proj. #P-3407, improvements to existing high school, Pittsburg, est., \$446,600; and P-3408, 3409, additions to senior high school, Pittsburg, est., \$307,800. Dr. Charles E. Haworth, Supt., Pittsburg Unified School Dist., 2000 Railroad Ave.—Proj. #P-3405, 3406, planning for elementary school and additions to elementary school, San Jose, est., \$1,539,860 and \$241,596. Otto J. Peterson, Supt., Mt. Pleasant School Dist., 14275 Candler Ave., San Jose.—Proj. #P-3399, construction of elementary school, Carmel, est., \$301,875. John S. Chitwood, mayor.—Bids Requested, #VII-LA-4,161-165,205-LA; sealed proposals, 2 p.m., Apr. 14; includes items #6, 410 lin. ft. reconstructing 72" chain link fence; Item 7, 3,500 lin. ft. reconstructing metal beam guard railing; Item 81, 165,000 lbs. steel sign structures; Item 129, 5,500 lin. ft. metal beam guard railing; Item 130, 10,593 lin. ft. barrier railing (type 1); Item 131, 4,854 lin. ft. barrier railing (type 2); Item 132, 195 lin. ft. barrier railing (sidewalk); Item 133, 548 lin. ft. steel bridge railing; Item 134, 5,850 lin. ft. cable chain link barrier; Item 135, 850 lin. ft. single blocked-out metal beam barrier; Item 136, 2,750 lin. ft. double blocked-out metal beam barrier. Dept. of Public Works, Div. Highways, Plans from State Highway Engineer, Public Works Bldg., Sacramento.—Bids Requested, VII-LA-158-D,1Bch,C,LA; sealed proposals, 2 p.m., Apr. 7; includes Item #52, 18,000 sq. yds. mesh reinforcement; Item 55, 242,000 lbs. steel sign structures; Item 56, 19,400 lbs. steel (roadside signs); Item 83, 16,100 lin. ft. chain link (type CL-6); Item 86, 7,300 lin. ft. metal beam guard railing; Item 87, 238 lin. ft. metal beam bridge railing; Item 88, 6,000 lin. ft. cable chain link barrier; Item 89, 1,767 lin. ft. barrier railing (type 1); Item 90, 4,525 lin. ft. barrier railing (type 2). Dept. of Public Works, Div. Highways, Plans from State Highway Engineer, Public Works Bldg., Sacramento.—Award #VI,Ker,Kin,125-A, construction of fencing and cattle guard, 3 mi., in Kern & King Counties, to Stanton Biggs, Fresno, by Dept. of Public Works, Div. Highways, Item cost: \$14,999.

Continued Next Page

AWARDS PROJECTS ETC. Cont'd From Pg. 19

COLO—Proj. #5-CH-35(D), construction at Western State College, Gunnison, est., \$1,600,000. P. L. Mickelson, Pres.—Award for twin tunnels, each 95 ft. long, On Interstate U.S.40; includes three-foot walkway in each tunnel; to Colorado Constructors, Inc., Denver; cost, \$1,774,536; by Colorado Dept. Highways.

CONN—Proj. #P-3028, construction of incinerator, Wallingford, est. \$750,000. Edward Leonard, mayor.

FLA—Proj. #P-3063, expansion of existing sanitary system, Riviera Beach, est. \$3,000,000. B. Fox Griffin, mayor.—Award, construction 1.124 mile, 8-lane Interstate 95, Miami, cost, \$1,999,794; to Allen M. Campbell Co.

IDAHO—Proj. #P-3017-18, construction of elementary school, Pocatello, est. \$982,830. E. G. Hansen, business mgr, Class "A" School Dist. No. 25, 246 N. Garfield St.

ILL—Proj. #11-CH-97(D), construction at Elmhurst College, Elmhurst, est. \$450,000. Robert C. Stanger, pres.—Proj. #PFL-IV-84, construction of water system, St. Augustine. Dale C. Smith, village president.—Rehabilitation and other improvements, 900 ft. sea wall, north from Belmont Harbor, Chicago, est. \$300,000. Chicago Park Board.

IND—Proj. #PFL-IV-85, construction of water system, Chrisney, est. \$163,000. Aaron Baum, Pres. Bd. Trustees.

KANSAS—Proj. #14-CH-44(DS), construction at McPherson College, McPherson, est. \$548,000. R. Gordon Yoder, treasurer.

LA—Proj. #16-P-3052 and 16-P-3051, construction of sanitary and water facilities, Caddo Parish, est. \$450,000 (water) and 1,173,000 (sanitary). Rev. H. F. Wallace, president, Caddo Parish Waterworks, Dist. No. 3, Box 758, Route 4, Shreveport. M. L. Cronland, chairman, Sewerage Dist. No. 4, Caddo Parish.—Proj. #PFL-141, construction of sanitary system, Bernice, est. \$272,000. Taft Burns, mayor.

MAINE—Award, signing project, Interstate Highway System, Western Ave. interchange to Route 27 interchange, cost \$70,400, to United Highway Sign Co., Meriden; by Maine State Highway Commission.

MASS—Proj. #19-P-3052, additions and improvements to existing sanitary system, Peabody, est. \$3,749,000. Philip C. O'Donnell, mayor.

MICH—Urban renewal project, Detroit, "Eight Mile-Wyoming," est. net cost, \$3,626,021. Mark K. Herley, director-sec'y, Detroit Housing Comm., 2211 Orleans St., Detroit.—Bids Requested, 10 a.m., Apr. 6: Proj. BI 73111, C5-RN, U.S. 23 in Saginaw Co., 9,612 lin. ft. steel beam guard rail; 101 lin. rds. woven wire fence (steel posts) and barbed wire.—Proj. SS 43041, C3-L, Rt. M-63, in Lake Co., 182 lin. ft. steel beam guard rail; SS 43041, CR-4, 517 lin. ft. steel beam guard rail.—Awards: construction Mark Twain elementary school, Pontiac, cost, \$162,234, to Arthur C. Linney, Inc., Detroit—Construction Grand River elementary school, Lansing, cost, \$323,800, to Kenrich, Inc., Lansing.

MINN—Interstate Highway projects announced for fiscal year ending June 30, 1962 by Minnesota State Highway Dept., L. P. Zimmerman, commissioner: Trunk Hwy. 694, in Fridley, .3 mi. fencing, and 4.1 mi. fencing.—T.H. 35, 1/4 mi. S. Jct. TH 50, 3.5 mi. fencing.—T.H. 35W, S. Jct. TH 35, 2.0 mi. fencing.—T.H. 494, C.M.S.T.P. Ry. at Minnetonka, 3.2 mi. fencing.—T.H. 494, 1/4 mi. W. of CSAH, 2.9 mi. fencing; another 3.8 mi. fencing, same beginning point to C.M.S.T.P. Ry.—T.H. 35W, Jct. TH 36, 6.4 mi. fencing.—T.H. 694, E. of Jct. TH 35W, 3.9 mi. fencing.—T.H. 35, 1/4 mi. N. Jct. TH 21, 10.0 mi. fencing.

MISS—Proj. #PFL-III-22-143, construction of sanitary facilities, New Houka, est. \$126,500. F. K. Reeder, mayor.—Award, grade separation and other work, Natchez Trace Pkwy., Hinds Co., cost, \$118,034, to Contractors, Inc., Hohenwald, Tenn., by National Park Service.

MO—Proj. #23-CH-52(D), construction at Northeast Missouri State Teachers College, Kirksville, est. \$1,593,000. Walter H. Ryle, president.

MONT—Proj. #P-3112, construction of high school, Libby, est. \$724,375. Earl D. Lovick, chairman, Bd. Trustees, Libby High School Dist.—Proj. #P-3123, construction of elementary school, Great Falls, est. \$708,825. R. B. Noble, chairman, Bd. Trustees, School Dist. No. 1.—Proj. #P-3124-25-26, construction of three elementary schools, Great Falls, est. \$708,825 each. R. B. Noble, (see above).—Proj. #P-3127, construction at Northern Montana College, Havre, est. \$350,000. Dr. L. O. Brockmann, president.

NEB—Proj. #CH-23(D), construction at Creighton University, Omaha, est. \$750,000. Carl M. Reinert, president.

NEV—Proj. #P-3012, plans for construction at University of Nevada, Reno, est. \$1,552,240. C. V. Isbell, chmn., State Planning Bd., 11 W. Telegraph St., Carson City.—Award, Proj. #F-007-3(8), highway construction on U.S. 93, Lincoln & White Pine Counties, cost, \$320,469, to V. C. Mendenhall Co., Inc., Las Vegas, by Nevada Dept. of Highways.

N.J.—Proj. #28-CH-22(D), construction at Stevens Institute of Technology, Hoboken, est. \$1,720,000. Frank Q. Lane, treasurer.—Proj. #P-3088, plans for construction of municipal center, Tenafly, est. \$1,144,200. Clyde M. Pratt, administrator, Borough of Tenafly, 43 Washington Ave.—Proj. #CH-25(H), construction at Clara Maass Memorial Hospital, Belleville, est. \$796,000. Albin H. Oberg, exec. director.—Proj. #P-093, plans for improvements and additions to pumping station and sanitary plant, Newark Bay, est. \$5,565,000. S. A. Lubetkin, chief engineer, 790 Broad St., Newark.—Proj. #P-3077, additions to water supply system, Butler, est. \$811,000. Lawrence Brinster, mayor, Borough of Butler.—Proj. #3090, plans for extensions to existing sanitary system, Edison Township, est. \$2,350,000. James A. Alloway, business administrator.—Proj. #P-3097, plans for sanitary facilities, Denville Township, est. \$1,473,000. R. G. Wright, mayor, Denville.

N.Y.—Proj. #30-CH-115(D), construction at Barnard College, New York City, est. \$850,000. Millicent C. McIntosh, president.—Proj. #P-3054, plans for improvements to existing sanitary system, Athens, est. \$230,650. Henry D. Coon, mayor.—Community Facilities Administration approves loan of \$3,000,000 to University of Buffalo, est. \$3,315,000. Claude E. Puffer, vice chancellor.

N.C.—Proj. #P-3020, plans for construction of water system, Grover, est. \$161,500. W. W. McCarter, water commissioner.

OHIO—Proj. #CH-95(S), construction at Findlay College, Findlay, est. \$333,000. Dr. O. J. Wilson, Pres.—Proj. #3083, plans for construction of water system and sanitary plant, Avon, est. \$1,200,000. Lavern Pickering, mayor.—Proj. #CH-96(D), construction at Marietta College, Marietta, est. \$688,000. A Sidney Knowles, treasurer.

OKLA—Proj. #34-CH-23(D), construction at Eastern Oklahoma Agricultural & Mechanical College, Wilburton, est. \$760,000. E. T. Dunlap, Pres.

ORE—Proj. #P-3051, plans for construction of water system, Lakeside, est. \$175,000. Norman B. Porritt, Sec'y-Treas., Lakeside Water Dist.—Proj. #35-P-3049, plans for construction of sanitary system, Rouge River, est.

\$176,500. John B. H. Leyer, mayor.—Proj. CH-32(DS), construction at Mt. Angel College, Mt. Angel, est. \$823,861. Sister Mary Magdalen, Sec'y.

PA—Proj. #CH-106(D), plans for construction, Temple University, Philadelphia, est. \$3,138,500. Wm. N. Parkinson, vice president.—Proj. #P-3229, plans for construction of sanitary system, Cambria County, est. \$3,036,784. Chas. R. Koontz, Jr., Pres., Highland Sewer & Water Authority, 2742 Bedford St., Johnstown.—Proj. #36-P-3176, plans for construction of sanitary system, Leet Township, est. \$275,900. John A. Weber, Chmn., Leet Township Municipal Authority.—Proj. #P-3232, plans for construction of sanitary facilities, Waterford, est. \$480,000. Gerald R. Bemis, Pres. of Council.—Construction of water system, Salisbury Township, est. \$878,000. Wm. H. Laubach, Chmn. Salisbury Township Authority, 1569 Broadway St., Bethlehem.—Proj. #P-3228, plans for construction of sanitary system, Crescent Township, est. \$845,000. Paul C. Frey, Chmn., Bd. Directors, Crescent-South Heights Municipal Authority, Glenwillard.—Proj. #P-3204, plans for construction of sanitary system, Coplay, est. \$880,000. Wm. Keiser, Borough Sec'y.—Proj. #P-3226, plans for construction of sanitary system, Adamston, est. \$471,000. Geo. C. Bollman, Pres. Borough Council.

S.C.—Proj. P-3010, plans for construction of water and sanitary facilities, Berkeley County, est. \$748,610. H. C. Zeigler, Chmn., Hanahan Public Service Dist.

TENN.—Proj. #40-CH-35(D), construction at University of Tennessee, Knoxville, est. \$3,075,000. A. D. Holt, Pres.—Urban renewal "Rhea Town Project No. 1," Morristown, est. net cost \$479,448. John E. Way, Exec. Dir., Morristown Housing Authority.—Proj. #CH(40), construction at Southwestern at Memphis College, Memphis, est. \$1,049,000. C. L. Springfield, comptroller.—Proj. P-3028-29, plans for construction of water, sanitary facilities and street improvements, Kingston, est. \$705,500. W. L. Harwell, mayor.

VA—Proj. #CH-18(H), construction at Rockingham Memorial Hospital, Harrisonburg, est. \$586,000. J. Nelson Liskey, Administrator.—Urban renewal project, "Lincolnsville," Portsmouth, est. net cost \$1,991,950. Donald J. Balzer, Exec. Dir., Portsmouth Redevelopment & Housing Authority, 1900 Columbus Ave.

VT—Proj. #43-CH-12(D), construction at University of Vermont and State Agricultural College, Burlington, est. \$2,455,000. John T. Fey.

WASH—Proj. #P-3075, plans for construction at Central Washington College of Education, Ellensburg, est. \$598,000. Perry H. Mitchell, Acting Pres.—Proj. #45-CH-33(DS), construction at Western Washington College of Education, Bellingham, est. \$1,950,000. Dr. W. W. Haggard, Pres.—Proj. #P-3076, plans for construction of sanitary facilities, Port Orchard, est. \$353,790. Ray B. Hall, mayor.—Proj. #P-3073, plans for construction of water facilities, Woodinville, est. \$30,000. Melvern E. Johnson, Pres. Water Dist. No. 104, Rt. 2, Box 2054, Woodinville.

WIS—Proj. #CH-52(D), plans for construction at Milton College, Milton, est. \$210,000. Daniel Parker, Chmn., Bd. Trustees.—Bids Requested, about August, courthouse & jail, West Bend, est. \$1,500,000. Plans from Ray R. Gauger & Assoc., 1st Federal Bldg., St. Paul, Minn.—Bids Close, 2 p.m., Apr. 12, general construction work, Central Wisconsin Colony & Training School, Madison, includes structural, miscellaneous steel and ornamental metal, metal window work. Plans from Wilbur J. Schmidt, R. 275 State Office Bldg., 1 W. Wilson Ave., Madison.

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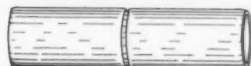
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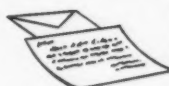
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LETTERS



Association Will Be Invaluable
Sirs:

For some time I have felt that the most needed thing in the Fence Industry is a national trade association. The main purpose of the association should be to establish and control quality standards within the industry, promote price stabilization, organize and conduct forums and clinics on problems common to firms in the industry.

I feel that a well organized, active association of fence firms could be of tremendous value to everyone in our field. Through your publication which I feel is doing a very commendable job, you could initiate and promote a movement to this end. If you feel as I do, I would appreciate it if you would sound out the industry and see if the response justifies further action along this line. Russell M. Melin, Schuell Supply, Inc. Rte. 4-22377 Adams, South Bend, Ind.

Pleased With Fence Industry

Sirs:

I would like you to know how pleased I have been with your publication. I read it diligently from cover to cover and anxiously await your "break thru" with the big companies. We make no bones about the fact that we are constantly buying our supplies from firms advertising in your pages.

Herb Friedman, Fort Fence, Inc. 7601 Flatlands Ave. Brooklyn 36, N. Y.

Sirs:

I wish to take this opportunity to thank you for the fine coverage and send-off afforded "Ranchweave" in your January issue. The inquiries to this date, ranging from fence dealers to awning installers, and lumber dealers are already very numerous. As a result we are making available bulletins and specifications to our many inquiries.

R. W. Bloch, pres., General Lite Metals P. O. Box 50, Bay City, Mich.

A Letter From Australia

Sirs:

With regard to fence machines used in Australia, we have built some of our own but just recently imported a couple from Germany. There are no regular manufacturers of this type in Australia. I was pleased to note that you are thinking about visiting Australia. Fishing is quite good in patches and I hope you will come around and visit us. I have visited your country on a number of occasions and have very happy recollections of the hospitality and kindness received there.

F. Jenks, Australian Wire Industries, 19 Bolton St. Newcastle, N.S.W.

Seeks Guard-Rail Sources

Sirs:

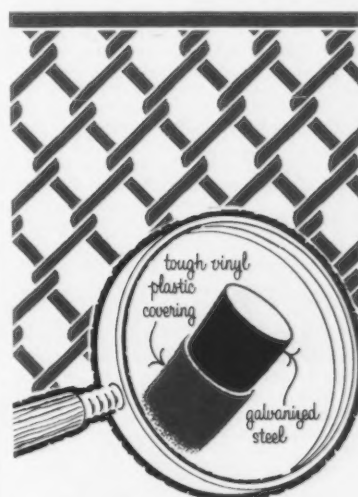
We are interested in sources of supply of guard rails as used along highways or in parking lots. (Bumpers).

F. Gersten, Dinger Bros. 803 Liberty St. Trenton, N. J.

MORE LETTERS—See Page 22

BEAUTY -LINK

**NEW PLASTIC-COVERED
CHAIN-LINK FENCE**



Sells on Sight!

Because contemporary colours are built-in-for-a-lifetime into the plastic covering. Can't rust, corrode, fade or stain.

Sells on Price!

Because Beautylink is priced to sell for only pennies more than ordinary uncoated galvanized fencing.

Beautylink is made in 11 and 9 gauge sizes, with 2" mesh, knuckled or barbed, in heights of 36" 42" 48" 60" and 72". Colours are these: Sunrise Yellow, Forest Green, Alabaster White, Aqua Blue, Coral Pink and Charcoal. Special colours or smaller mesh supplied on request.

BE FIRST IN YOUR AREA TO WRITE FOR DETAILS
ON OBTAINING A BEAUTYLINK DEALERSHIP

Manufactured in Canada by

BEAUTYLINK
FENCE AND WIRE LIMITED

P.O. Box 10, Rexdale, Toronto, Ontario
Telephone: RUssel 3-4221

A wholly-owned subsidiary of Standard Wire & Cable Limited

Letters To The Editor — From Page 21

Seeking Sources of Supply

Sirs:

We have several customers here interested in the purchase of the following fence making machines: chain link weaving machines; machines for the manufacture of poultry netting (also called chicken wire), or stucco netting; and machines for the manufacture of barbed wire.

Artex, Importaciones Y Representaciones, Apartado (POB 602) Quito, Ecuador, S. A.

Sirs:

We are considering selling fencing but we are at a loss as to some of the educational data that is required to laying fencing. In reference to rules, installation data, surveys and legal aspects. Could you advise as to where this information may be obtained.

Jas. Maroon, Pres., James Maroon, Inc. 2240 Pine Ave. Niagara Falls, N. Y.

Sirs:

I have been looking for a portable rock drill similar to the Pinazza which appeared in an FI article Nov. 1958. So far no success. Do you know of any dealers who sell portable rock drills.

J. G. Morrisette, Bogle Hill Fence Co. 1873 Pleasant St. Fall River, Mass.

Sirs:

I am interested in sources for lawn and estate fencing. I own and operate an ornamental iron railing fabricating plant and make over 90% of all the railings installed in this locality. I am interested in hearing from manufacturers of the above types of fencing.

Wm. S. Robertson, Gen'l. Contractor, 614 W. 3rd St. Muscatine, Iowa

Helpful Suggestions In Order

Sirs:

Just a quick note to compliment you on your February issue which contained a wealth of good reading. I was particularly interested in your editorial concerning selling and pricing—which is one of my pet peeves. Accordingly, I thought your readers might be interested in our Bulletin #602 recently released which we believe serves as an excellent guide-post.

N. A. Eddy, pres., Habitant Fence, Inc. General Offices, Bay City, Mich.

Sirs:

We appreciate your magazine as it serves to keep us abreast of industry activity. We trust that such information and suggestions we have given will enable your publication to be of added benefit to the industry you represent.

W. D. Fish, Chief, Construction Admins. Br. Bureau of Public Roads, Washington 25, D. C.

Sirs:

We are newcomers to the fence industry, having started a small operation last summer. We have at present one trained erection crew and one truck assigned to our fence department. Our operation to date has been home installations and repair work. Your publication has been of great help to us.

O. A. Reardon, Jr. Mutual Ice Co. Fence Dept. Alexandria, Va.

MORE LETTERS—Next Column

Now Named Maritime Fence

Sirs:

Until recently, we operated under the name Woodlawn Lumber & Fence Ltd., but our fencing business outpaced the other divisions and the change was made. We are of the opinion that we do about 75% of the wood fence business in the Halifax-Dartmouth area and we do all the chain link erection in the Maritime Provinces for the Dominion Steel & Coal Corp. of Montreal. We are the only purely fence establishment doing both wood and metal fencing in the Maritimes and our history dates back to 1947 . . . we enjoy your magazine and we feel fortunate to be numbered among your subscribers.

R.W.F. Meisner, Maritime Fence Erectors P. O. Box 484, Dartmouth, N.S., Canada

FI Interesting and Helpful

Sirs:

The Newark Fence Co. is primarily an erection outfit but does sell fence in and around Newark. We have found FI very interesting and valuable. The advertisements of new types and styles and sources of supply have been most helpful.

Chas. Bedout, Newark Fence Co. 97 Grant St. Newark, Ohio

Seeking Sources of Supply

Sirs:

As an independent dealer I buy all fencing and fittings from the open market. For my local newspaper advertising I need mats or cuts of fences and gates. Upon inquiry I find most dealers obtain theirs through franchised dealerships. Can you suggest where I might be able to obtain these?

W. E. Sloan, The Logan Fence Co. 312 E. Chillicothe, Bellefontaine, Ohio

Sirs:

We note that you are requesting listings from various manufacturers, and at the present time, we are interested in knowing where we might be able to obtain the name of a manufacturer who sells peelers for wood posts and rails.

M. Weissman, Carl Weissman & Sons 300—3rd Ave. South, Great Falls, Mont.

Overton Installed Miami Fence

Sirs:

On the cover of the March 1960 issue of FI is a picture of the fence on the 36th Street Causeway, from Miami to Miami Beach. Florida Guard Rail Company was the general contractor on the job, however all of the chain link fence was installed by us. We are the only fence company who could meet the time limit for the fence installation.

Bill Overton, Fence Contractor, 2455 N. W. 76th St. Miami Fla.

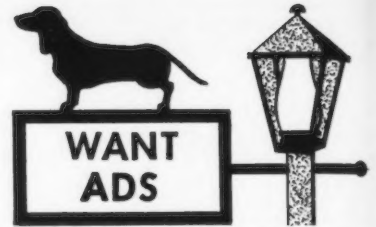
Sorry we didn't mention this in March issue "Bill" but Reynolds Metals Co. furnished the pictures and omitted your name. Nice job!—ED.

Seeks catalog pages

Sirs:

We are interested in locating catalog pages, pictures and descriptive literature covering various types of fencing. Our thought would be to purchase these for distribution to prospective customers, affixing our name to the literature, rather than a particular trade name. If you know of the availability of such material we would appreciate hearing about it.

J. G. Dunn, Hartford Wire Works Co. 90-92 Allyn St. Hartford, Conn.



— PAYABLE IN ADVANCE —

CLASSIFIED Advertising Rates: \$1.00 per line. Count 6 words to the line. Payment must accompany order.

Business For Sale . . . death of owner forces sale of factory producing quality pre-fab wood fence sections. Main building 190' x 32' with saw mill and warehouses on trackage. All equipment in good condition. Raw material and labor plentiful. Plant easily converted to other industry. Priced low for quick sale. For details write, Box 855, Whitefish, Montana.

Business For Sale . . . Due to ill health must abandon Wholesale Distributorship in South Florida. Hi profit, principals only, \$75,000 to handle. Write Box AP-60-1.

Business For Sale . . . Going retail fence company in South Fla. available immediately. Year round market. Write Box 1287, Miami 1, Florida.

Fence Signs For Sale . . . Beautify your fence installations with quality baked enamel and embossed steel or aluminum fence signs. Write for full information without obligation. Scioto Sign Co., Kenton, Ohio.

For Sale . . . 100,000 feet of the shiniest fence wire on the American market today. Phone, wire or write for prices. Bell Fence & Galvanizing Co., 120 College St., Beaumont, Texas.

For Sale . . . Rustic fencing manufactured from Northern White Cedar. Treated and untreated fence posts. Fast shipment on top quality stock. C. I. Miller Cedar Co., 355 Rand Tower, Minneapolis 2, Minn.

For Sale . . . northern white cedar posts and poles. Plain, select, lathe turned, sawed. White cedar lumber, panels, R. R. ties, blocks, etc. Custom designed cedar fencing and allied products made to your specs. Send sketch, quantity and full details for estimate on reliable materials, workmanship and service by Norcraft. To dealers only. The Mac Gillis & Gibbs Co., 4278 N. Teutonia Ave., Milwaukee 9, Wis.

Manufacturers Agent Wanted . . . now selling to the fence trade and/or wholesale hardware accounts to represent manufacturer of quality line of aluminum fence fittings. Good territories open. Write, Perma Cast Co., 305 West St., Pueblo, Colo.

Working Partner . . . Needed for successful retail fence business located in Florida. For details write Box AP-60-2.

Salesmen Wanted . . . by nationally known steel products manufacturer. Permanent position, benefits, guaranteed draw. Write, complete confidence, Box FE-260.

BUY IT—SELL IT—TRADE IT—THROUGH

ALUMINUM FENCE TIES



Pkg. No.	Wire Dia. Inch	Application	Shank Length Approx.	Bags per Carton (100 ties per bag)
1	.144	For 1-3/8" O.D. TOPRAIL	5-5/8"	42
2	.144	For 2" O.D. LINE POST	6-1/2"	37
3	.144	For 1-5/8" O.D. TOPRAIL	6-1/4"	38
4	.144	For 2.8# H LINE POST	7-1/4"	34
5	.144	For 2-1/2" O.D. LINE POST	8-1/4"	31
6	.120	For 1-3/8" O.D. TOPRAIL	5-5/8"	63
7	.120	For 2" O.D. LINE POST	6-1/2"	56
8	.120	For 1-5/8" O.D. TOPRAIL	6-1/4"	58
9	.120	For 2.8# H LINE POST	7-1/4"	52
10	.120	For 2-1/2" O.D. LINE POST	8-1/4"	46

Buy strong, clean wire ties from an independent wire manufacturer who is not your competitor. Competitive Quotations.

ALUMINUM and UTILITY WIRE IN COILS



GAUGE	FEET PER COIL	POUNDS PER COIL
6	1470	50
9	2450	50
12	4850	50



Special Sizes Drawn To Your Specifications

DEALER—DISTRIBUTORS INQUIRIES INVITED

KAGAN-DIXON WIRE CORP.
600 Blair Road, Rahway, N. J. • FULton 8-3333

Gateway to Extra Profits with



**DUBOIS
WOOD
FENCES**

DUBOIS FENCES NOW GUARANTEED!

Dubois now offers a written guarantee against failure from rot and termites for a period of 20 years. Only DUBOIS kiln-dries pickets to prevent shrinking, warping, checking. Only DUBOIS protects all pine posts and pickets with thorough Pentachlorophenol treatment.

Complete line includes Post-&Rail in Locust, Chestnut, Cypress; Basketweave; Herringbone; new Suburban Screen; Stockade; and many others.

Priced to meet popular demand — year-round supply assured from either our Lake City, Florida plant or Ridgefield, N. J. distribution yards.

Limited Number of Franchises Still Available for Qualified Dealers

DUBOIS FENCE and GARDEN CO., INC.
342 Madison Ave., New York 17, N. Y.

FITTINGS

Manufactured by Jefferson
ARE QUALITY FITTINGS!

Complete inventory of all fittings
available for immediate delivery.

- MISCELLANEOUS WIRE -

Poultry Wire—Welded Wire—
Ornamental Chain Link Fabric
& Hardware Cloth

NO ORDER TOO SMALL OR TOO LARGE

**JEFFERSON FENCE &
SUPPLIES MFG., INC.**

Tel. Avenue 5-9800 or Vinewood 1-9616
18236 FORT ST. — WYANDOTTE, MICH.

**PERMA STEEL FENCES
PICKET or RANCH**

Beautiful SNOW WHITE BAKED ON ENAMEL
TRELLISES and FLOWER BORDERS
IMMEDIATE DELIVERY WRITE FOR DETAILS



**FENCE
GATE
BENDS
with...**

TYPE S JR. COLD PIPE BENDER

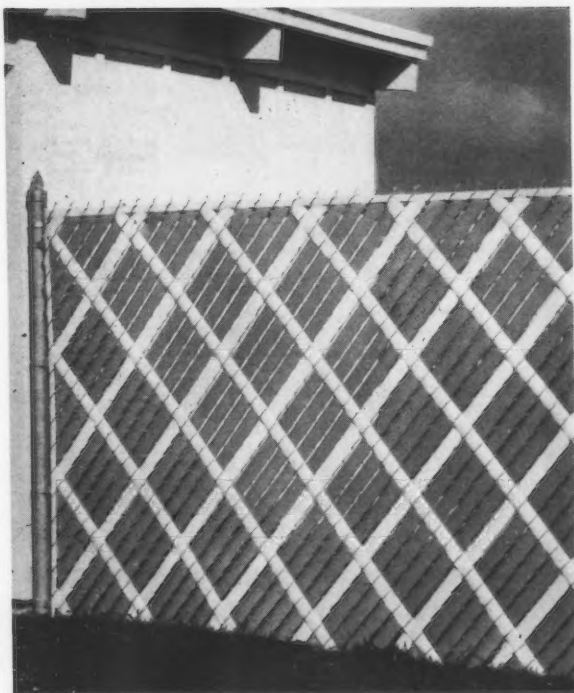
- Makes bends at radius of five times pipe size
- Standard bends on 1/2"-1" pipe; can supply 1 1/4" quadrant as extra
- Perfect for fence and gate construction

We can supply quadrants for O.D. tubing
— special quadrants available

PRICE
\$154.00
F.O.B. POULTNEY
VERMONT

AMERICAN PIPE BENDING MACHINE CO., INC.
Main Office and Factory • POULTNEY, VERMONT

IT
COULD
ONLY BE
COLORWEVE



**THE ORIGINAL ALUMINUM
CHAIN-LINK INSERT THAT
ADDS BEAUTY, PRIVACY
AND EXTRA PROTECTION**

ONLY COLORWEVE'S special alloy and temper give maximum strength and flexibility.

ONLY COLORWEVE'S crown and width are specifically designed for chain-link application.

ONLY COLORWEVE'S edges are rolled and painted to eliminate surface deterioration customary with slit stock.

ONLY COLORWEVE has a time-tested, rugged, baked-on exterior enamel finish.

ONLY COLORWEVE features a complete market-proven sales promotion program for dealers.

Increase chain-link sales and build a solid foundation of extra profits — sell Colorweve. Call, wire, write today while dealerships are still available.



LANDO PRODUCTS, INC. • SAUSALITO, CALIF.

**NEBCO Woven White
PICKET FENCE**



**Be sure you have
enough in stock!**

Picket Border Fence, Curved Top.

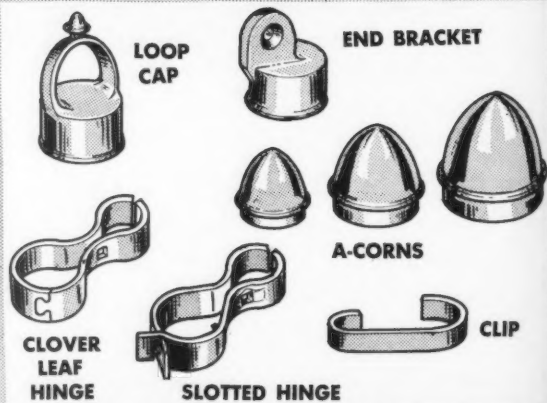
NEBCO offers you a complete line of styles and heights, including even top, curved top and border fence. NEBCO construction builds repeat sales. All fences have full size, selected wood pickets $\frac{1}{2}$ " x $1\frac{1}{2}$ ", surfaced four sides, uniformly spaced and tightly woven between double cables of galvanized steel wire. Smooth, gothic, knife cut points. Finished with high quality, durable outside white paint. Paper wrapped.

Cape Cod Border Sections • White Picket Gates • Rough Red Garden Fence

NEBRASKA BRIDGE SUPPLY & LUMBER COMPANY

Main Office: Leavenworth at 40th, Omaha, Nebraska
Chicago Heights, Illinois Fort Dodge, Iowa

QUALITY ZINC CASTINGS



- UNBREAKABLE
 - RUST PROOF
 - MADE UNDER 10,000 p.s.i. PRESSURE
- WRITE FOR FREE LITERATURE

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APPLIANCE CO.**

12299 Woodbine • Detroit 39, Mich.
Phone KE 2-9352

NEW PRODUCT... NEW FRANCHISE

Offer your customers smart new beauty,
prestige & lifetime protection!



WHITE PICKET FENCE of maintenance-free Aluminum

Dramatic fencing development, fully patent protected, opens new world of sales potential! Small investment—we carry full warehouse stocks for you! Easy installation; merchandising and sales aids; advertising support! Dealerships open to qualified firms! Write for full details!

ALUMINUM FENCES, INC.

1101 W. Cross Street • Baltimore 30, Md.



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Nationally Known and
Distributed
Genuine Cedar Fencing



The MacGillis & Gibbs Company • 4278 N. Teutonia, Milwaukee 9, Wis.

**BEAUTY
PROTECTION
PRIVACY
DURABILITY**

*Rustic White
Cedar Fencing
of All Styles*

Our two factories and large stock of seasoned material have enabled us to provide the kind of service that means pleased and successful dealers.

At present, there are excellent dealerships available. We invite you to inquire about adding NORCRAFT quality to the other fine products you now handle.

THE QUALITY PIPE FOR STRONG, DURABLE FENCES...



WHEATLAND STANDARD WEIGHT STEEL PIPE

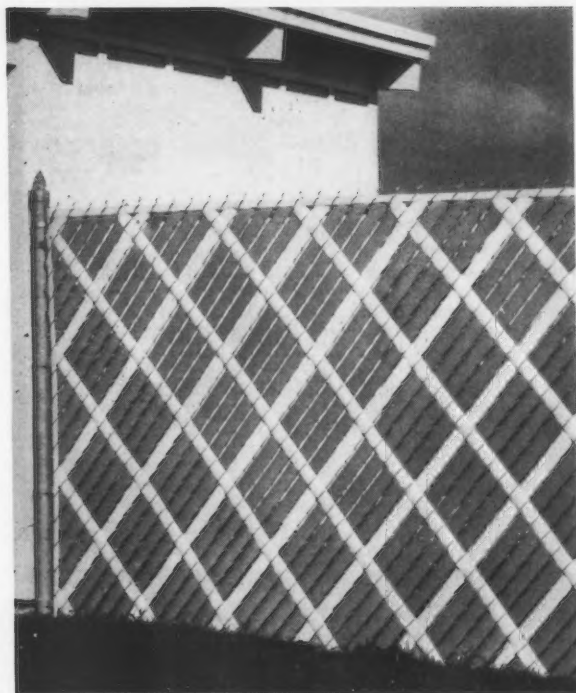
- Hot-dipped Galvanized
- Plain Ends
- Random or Cut Lengths

Wheatland also manufactures:
light-weight, butt-welded
STRUCTURAL FENCE PIPE
electric welded, hot-dipped galvanized
FENCE TUBING

WHEATLAND TUBE COMPANY

BANKERS SECURITIES BLDG., PHILA. 7, PA.
MILLS: WHEATLAND, PA. • DELAIR, N. J.

IT
COULD
ONLY BE
COLORWEVE



**THE ORIGINAL ALUMINUM
CHAIN-LINK INSERT THAT
ADDS BEAUTY, PRIVACY
AND EXTRA PROTECTION**

ONLY COLORWEVE'S special alloy and temper give maximum strength and flexibility.

ONLY COLORWEVE'S crown and width are specifically designed for chain-link application.

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Increase chain-link sales and build a solid foundation of extra profits — sell Colorweve. Call, wire, write today while dealerships are still available.



LANDO PRODUCTS, INC. • SAUSALITO, CALIF.

**NEBCO Woven White
PICKET FENCE**



Picket Border Fence, Curved Top.

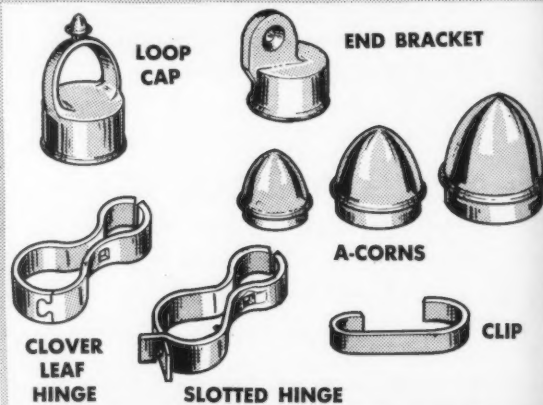
NEBCO offers you a complete line of styles and heights, including even top, curved top and border fence. NEBCO construction builds repeat sales. All fences have full size, selected wood pickets $\frac{1}{2}$ " x $1\frac{1}{2}$ ", surfaced four sides, uniformly spaced and tightly woven between double cables of galvanized steel wire. Smooth, gothic, knife cut points. Finished with high quality, durable outside white paint. Paper wrapped.

Cape Cod Border Sections • White Picket Gates • Rough Red Garden Fence

NEBRASKA BRIDGE SUPPLY & LUMBER COMPANY

Main Office: Leavenworth at 40th, Omaha, Nebraska
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- UNBREAKABLE
 - RUST PROOF
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- WRITE FOR FREE LITERATURE

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NEW PRODUCT... NEW FRANCHISE

Offer your customers smart new beauty,
prestige & lifetime protection!



WHITE PICKET FENCE of maintenance-free Aluminum

Dramatic fencing development, fully patent protected, opens new world of sales potential! Small investment—we carry full warehouse stocks for you! Easy installation; merchandising and sales aids; advertising support! Dealerships open to qualified firms! Write for full details!

ALUMINUM FENCES, INC.

1101 W. Cross Street • Baltimore 30, Md.



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PROTECTION
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*Rustic White
Cedar Fencing
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NORCRAFT

Nationally Known and
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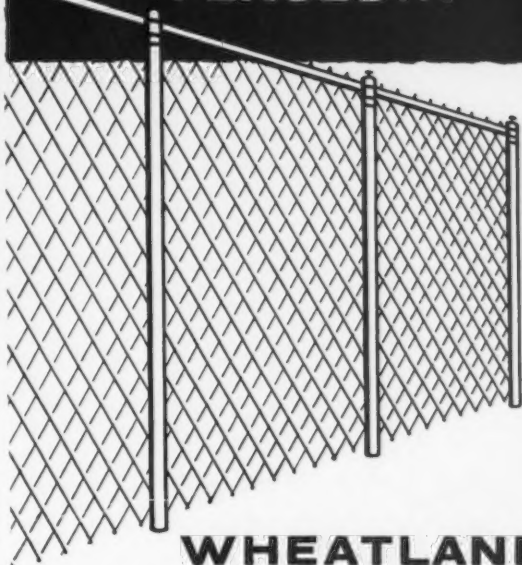
The Distinctive Brand of Quality

The MacGillis & Gibbs Company • 4278 N. Teutonia, Milwaukee 9, Wis.

Our two factories and large stock of seasoned material have enabled us to provide the kind of service that means pleased and successful dealers.

At present, there are excellent dealerships available. We invite you to inquire about adding NORCRAFT quality to the other fine products you now handle.

THE QUALITY PIPE FOR STRONG, DURABLE FENCES...



WHEATLAND STANDARD WEIGHT STEEL PIPE

- Hot-dipped Galvanized
- Plain Ends
- Random or Cut Lengths

Wheatland also manufactures:
light-weight, butt-welded
STRUCTURAL FENCE PIPE
electric welded, hot-dipped galvanized
FENCE TUBING

WHEATLAND TUBE COMPANY

BANKERS SECURITIES BLDG., PHILA. 7, PA.
MILLS: WHEATLAND, PA. • DELAIR, N. J.

nichols Chain link fencing **ALUMINUM**



STRONG — New High Strength Aluminum Alloy.



RUSTPROOF — Retains its beauty indefinitely.

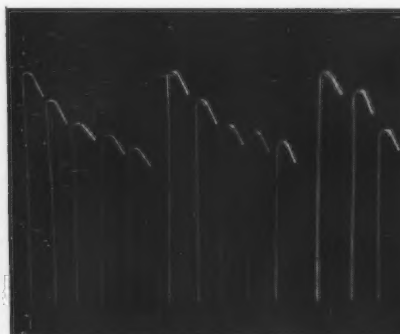
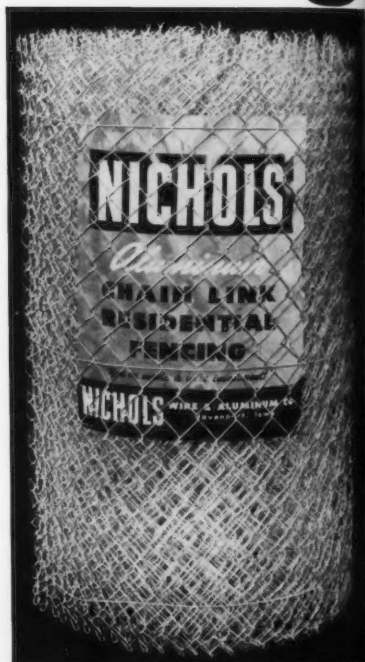


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AVAILABLE IN 2 IN. MESH, 6 AND 9 GAUGES, in heights from 3 ft. to 12 ft. Lustre-Brite, caustic, or mill finish.

NEW 1½ IN. MESH RESIDENTIAL ALUMINUM CHAIN LINK FENCING

Small 1½ in. mesh for added beauty in residential installations. Perfect for tennis courts and nets. **AVAILABLE** in 9 and 12 GAUGES in 36", 42" and 48" HEIGHTS. Lustre-Brite finish.



ALUMINUM FENCE TIES

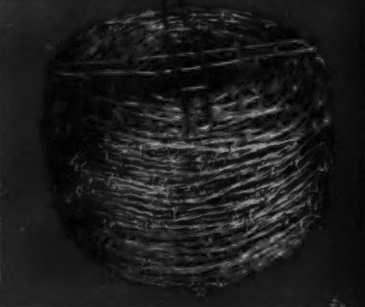
**PREFORMED-STRONG-RUSTPROOF
EASY TO TIE**

For use with all types of chain link fencing. Available in .182", .144" and .120" diameters in all shank lengths. Packed 100 ties per bag. Clean caustic finish.



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A specially tempered wire for utility applications. Available in 6, 9 and 12 gauge weights in convenient size coils. Mill finish.



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EXTRA STRONG ALLOY

4-point barbed wire for protective uses in commercial and industrial fence installations. 80 rods per spool. Caustic finish.

WRITE for Nichols Aluminum Chain Link Fence Catalog for complete specifications.

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